

Journey to College

Site Coordinator Resource Manual 2019–2020

Missouri Department of Higher Education

P.O. Box 1469, Jefferson City, MO 65102-1469

800-473-6757 // 573-751-3940 // Fax: 573-751-6635 // dhe.mo.gov // info@dhe.mo.gov

facebook.com/journeytocollege // twitter.com/Journey2College // instagram.com/Journey2College

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Journey to College

Dear Site Coordinator:

Thank you for hosting a 2019-20 Missouri Department of Higher Education Journey to College Program! Participating in Missouri's Journey to College programs is a great way to make the college access and preparation activities you offer more robust. From now through your activity and event dates, we will communicate regularly to ensure you have all the information and tools to manage your activities and events.

The 2019-20 Journey to College Site Coordinator Resource Manual includes everything you need to plan successful Journey to College activities and events. Within this Resource Manual, each Journey to College program includes student sign-in sheets, several checklist samples and a variety of ready to order promotional materials. A compilation of advertisement pieces such as media talking points, news release templates and fliers are also included. Each program contains a section dedicated to recruiting and managing volunteers, along with suggestions to help you communicate with local community organizations and neighboring high schools and colleges.

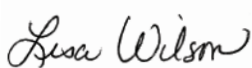
The Journey to College team understands how busy site coordinators, high school counselors and financial aid officers can be during the school year. We designed the Resource Manual and Journey to College Programs to help make some of the preparation and thought process that goes into planning and hosting these activities and events a little easier and less stressful for you. However, please be aware that the activities and events do not have to specifically conform to our Journey to College program names. Customize and tailor them as you see fit to receive the most student engagement.

Thank you again for your support and commitment to the students of Missouri. Together, we can continue building and perfecting these helpful tools for the college decision-making process. If you have any questions, concerns or testimonies to share, we would love to hear from you. Please contact journeytocollege@dhe.mo.gov.

Sincerely,



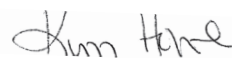
Julie Meyer
Director of Student
Access and Success
Programs



Lisa Wilson
Outreach Services
Coordinator



Ashley Heidbreder
Outreach Services
Coordinator



Kim Howe
Outreach Services
Coordinator

Journey to College

Higher education has never been more important in Missouri. By 2020, approximately 66 percent of high quality jobs in the state will require some form of postsecondary education.

The Missouri Department of Higher Education's Journey to College initiative works to increase college access and affordability to help Missouri students plan for the future. Journey to College includes outreach programs, publications, a student-centered website, social media, and presentations and training. To learn more about Journey to College services, visit <http://dhe.mo.gov/ppc/journeytocollege.php>.

Testimonial

"I have only been in this role since last January, so I am still new to figuring out these events, but this shows how it can start on a small scale and still have an impact on students."

~ Stacy Nielsen, College and Career Counselor, Timberland High School

Outreach programs

The department sponsors the three following Journey to College outreach programs:

Apply Missouri provides assistance during the regular school day to help students determine higher education institutions that best meet their needs and submit admissions applications. The program promotes a college-going culture and helps create important communication channels between students and higher education institutions. High schools host Apply Missouri activities and events during September and October.

FAFSA Frenzy provides free, one-on-one assistance to help students and families complete the Free Application for Federal Student Aid (FAFSA). The FAFSA is the primary form used by federal, state, and college and university financial assistance programs to determine a student's eligibility for grants, scholarships, loans and work-study programs. High schools, colleges and community organizations host FAFSA Frenzy activities and events October through January.

Decision Day celebrates seniors' postsecondary plans and helps kick-start a plan for seniors who have not yet decided. The program encourages seniors to finalize and follow through on their plans for the future and helps build interest in college among younger students. High schools host Decision Day activities and events on or near May 1, the date by which most seniors must notify a college of their plans to enroll.

Helpful tips, terminology and resources

Tips

How can hosting Journey to College programs help me?

It is likely you are already offering assistance to your students as they submit college applications, complete and submit the FAFSA, and celebrate their postsecondary plans. This assistance you already provide can easily be translated into Journey to College programs that are officially recognized and promoted via news releases, the MDHE website, Journey to College social media campaigns, and other communications from the Missouri Department of Higher Education. All materials provided reflect best practices based on research of what other states are doing and on what Missouri high schools have said they find helpful. You do not have to do the research or produce the material yourself, saving you time. You also have the freedom to customize each program to fit your school's needs.

Do I have to specifically name my activity or event to match the name of the Journey to College program?

You do not need to call your events the official Journey to College program names. For example, FAFSA Frenzy is part of national completion efforts lead by the National College Access Network. However, your activities and events do not need to be called FAFSA Frenzy to qualify as a FAFSA Frenzy. It is important to host activities and events that are fun, relatable to and engage the students. You can get creative and

utilize holidays, seasons and even a sporting event such as the World Series for themed activities and events.

Logo policy – We encourage you to use the Journey to College logos to promote your activities and events. Materials such as fliers, letters and worksheets using the Journey to College logos are provided within this manual. If you use the logos on other pieces specific to your event, please consider the following:

- Avoid distorting or stretching the logos in any way.
- When reducing the size of the logos, they must not appear smaller than two inches wide by 1/2-inch tall.
- Logos should have a minimum surrounding clear space of 1/4 inch.
- Logos should not appear over imagery (i.e. busy patterns or background photography).
- All logos may be used in black and white or in the original colors.

Download the Journey to College logos at:

- dhe.mo.gov/ppc/applymissouriresources.php
- dhe.mo.gov/ppc/fafsafrenzyresources.php
- dhe.mo.gov/ppc/decisiondayresources.php

Recruiting Volunteers – As site coordinators, you are responsible for recruiting and managing volunteers from your organization, school and/or community to staff your events. You will find a “Recruiting and managing volunteers” section that is dedicated to helping with your volunteer efforts. The MDHE and

Helpful tips, terminology and resources continued

the Missouri Association of Student Financial Aid Personnel will also solicit volunteers from Missouri's financial aid community to assist with FAFSA Frenzy activities. There are many things volunteers can do to help, even if they have little experience with college access, financial aid or the Free Application for Federal Student Aid.

Data Management – MDHE is dedicated to making each Journey to College Program the best it can be for the students and the site coordinators. In order to do that, MDHE requests data information and surveys be submitted by site coordinators to evaluate the program's effectiveness. This data helps MDHE analyze the statistics of reached audiences which further assists with the evaluation of each program for the next year. Both MDHE and the site coordinators benefit from gathering this information and compiling it into graphs and charts to see what students are being reached.

Terminology

Activities – Activities are starting to become more popular and common elements sprinkled throughout each Journey to College Program. Fun and creative activities are essential for gaining student engagement. Utilizing holidays, seasons, major sporting events and school spirit will help make your activities fun and relatable to the students.

At-risk student populations – Students who are socially, financially or academically underprepared or under-supported and particularly in need of mentoring in college.

Examples of students who may be at risk include foster youth and homeless youth. It's important for these students to know there can be extra financial assistance and other resources available to them. For more information, utilize these websites:

- dhe.mo.gov/ppc/homelessyouth.php
- journeytocollege.mo.gov/plan/foster-and-homeless-youth/
- <https://www2.ed.gov/about/inits/ed/supporting-homeless-students/index.html>

Events – Events do not necessarily require name association with the hosted Journey to College Program. An assembly for Decision Day and a FAFSA Frenzy filing session are great examples of Journey to College Program events.

FAFSA – The Free Application for Federal Student Aid is used to determine eligibility for federal student aid, such as federal grants, loans and work-study, and is often the first step to apply for state and institutional aid.

First-generation student – A student coming from a family where neither of their parents or guardians have obtained a bachelor's degree. Affordable Colleges Online offers information and encouragement for students who are first in their family to attend college. <https://www.affordablecollegesonline.org/college-resource-center/first-generation-college-students/>

FAFSA4caster – An online tool that provides an early estimate of a student's federal student aid eligibility to help them financially plan for college. https://fafsa.ed.gov/spa/fafsa4c/?locale=en_US#/landing

Helpful tips, terminology and resources continued

Financial literacy – The ability to read, analyze, manage, and communicate about personal financial conditions. The term is often used to describe financial education programs on college campuses and at high schools. Financial literacy programs seek to help students better manage their finances, budget effectively and borrow wisely. Student resources can be found at journeytocollege.mo.gov/pay/manage-your-money/

FSA ID – A username and password combination that serves as a student's or parent's identifier to allow access to personal information in various U.S. Department of Education systems and acts as a digital signature on some online forms. fsaid.ed.gov/npas/index.htm

IDD Student - A student with intellectual and/or developmental disabilities. It's important to ensure all students leave high school with a goal, career path, and meaningful community engagement opportunities. IDD students may need extra support and tools to accomplish these goals. Through policies associated with the educational practices and expectations of No Child Left Behind and IDEA 2004, the educational outcomes of students with IDD have advanced and can lead to effective pathways for transition to adult life and postsecondary training and education.

IDD Student help – There are big differences between supports in high school and in college for IDD students and it's important to be able to direct those students in the right direction.

Here are 5 things to know about College Disability Services:

1. Colleges don't have the same legal obligations as high schools – Colleges don't fall under the [Individuals with Disabilities Education Act](#). That's why there are no [IEPs](#).
2. The student must register as a student with disabilities to get [accommodations](#) – The process of applying for accommodations happens separately from the college application process. It usually begins after the student has been accepted and has enrolled in that college. In order to get accommodations, the student needs to register as a student with disabilities with the disability services office, not the admissions office.
3. The requirements for documentation in college are changing – Each college has different documentation requirements so it's highly important to ask what they are at time of contacting the disability services office.
4. Different schools offer different levels of support – It's important when visiting a prospective school, to visit with the disability services office and ask what accommodations are offered.
5. Parents are no longer automatically in the loop – While the student is in high school, parents are legally entitled to be part of the process. Once in college, the law protects the student's privacy so parents must get permission from their student and the school in order to have direct access to the student's accommodation information.

Helpful tips, terminology and resources continued

Journey to College – The MDHE provides information about preparing for education beyond high school through the Journey to College website, Facebook, Twitter, Instagram, Snapchat, online Monthly Reminder, and free publications. Journey to College programs — Apply Missouri, FAFSA Frenzy and Decision Day — help students plan for college and apply for financial aid.

Missouri State Student Financial Aid

Portal – Students can access the re-designed financial aid portal to estimate their state financial aid and see their state aid awards such as the Access Missouri Grant.

web.dhe.mo.gov/dhe/famous/portal

Missouri student aid – Financial aid programs funded by the state of Missouri.

journeytocollege.mo.gov/pay/state-financial-aid/

Promotional items, materials, and

publications – The MDHE offers a variety of free promotional items and materials to help you promote your activities and events for each Journey to College program. To order, visit *web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces*

Student Aid Report (SAR) — A summary of the information a student submits on the Free Application for Federal Student Aid (FAFSA). The student receives this report via email a few days after their FAFSA has been processed or by mail within 7–10 days. If there are no corrections or additional information they must provide, their SAR contains their Expected Family Contribution and basic

information about their eligibility for federal student financial aid.

Verification – A process initiated by the U.S. Department of Education, where the information provided on the Free Application for Federal Student Aid (FAFSA) is compared with the student (and parent/spouse) tax information and/or other financial documents that were submitted to the IRS.

Resources

ACT

- *<http://www.act.org>*

Department of Elementary and Secondary Education (DESE)

- *<https://dese.mo.gov>*

Department of Higher Education (DHE)

- *dhe.mo.gov*
- 573-751-2361
- 800-473-675
- *dhe.mo.gov/ppc/journeytocollege.php*

Journey to College

- *journeytocollege.mo.gov*
- *facebook.com/journeytocollege/*
- *twitter.com/journey2college*
- *instagram.com/journey2college*
- *snapchat username: journey2college*

Apply Missouri webpage

- *dhe.mo.gov/ppc/applymissouri.php*
- *journeytocollege.mo.gov/apply-missouri/*

Helpful tips, terminology and resources continued

FAFSA Frenzy webpage

- dhe.mo.gov/ppc/fafsafrenzy.php
- journeytocollege.mo.gov/fafsa-frenzy/

Decision Day webpage

- dhe.mo.gov/ppc/decisionday.php
- journeytocollege.mo.gov/decision-day/

MDHE YouTube Videos

- youtube.com/mohighereducation

Missouri's Big Goal webpage

- dhe.mo.gov/initiatives/MissourisBigGoal.php

Missouri College and Degree Search

- web.dhe.mo.gov/dhe/collegedegreesearch/collegesearch.faces

Missouri Course Transfer Tracker

- web.dhe.mo.gov/dhe/coursetransfertracker/homepage.faces

Missouri Student Workspace

- web.dhe.mo.gov/dhe/studentworkspace

MDHE homeless/foster youth information

- dhe.mo.gov/ppc/homelessyouth.php
- journeytocollege.mo.gov/plan/foster-and-homeless-youth/

MDHE promotional items, materials and publications order form

- web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces

Missouri Student Financial Aid Portal

- web.dhe.mo.gov/dhe/famous/portal

Subscribe to MDHE communications

- dhe.mo.gov/mdhedigest/signup.php

FAFSA on the web

- <https://studentaid.ed.gov/sa/fafsa>

FAFSA mobile app

- MyStudentAid app

Paper FAFSA

- <https://studentaid.ed.gov/sa/fafsa/filling-out#options>

FAFSA4caster

- https://fafsa.ed.gov/spa/fafsa4c/?locale=en_US#/landing

Federal student Aid

- studentaid.ed.gov/sa/

Federal student Aid Homeless and Foster Youth Information

- studentaid.ed.gov/sa/sites/default/files/homeless-youth.pdf

Federal Student Aid Repayment Estimator

- studentloans.gov/myDirectLoan/repaymentEstimator.action

FSA ID

- fsaid.ed.gov/npas/index.htm

National College Access Network (NCAN)

- collegeaccess.org/

U.S. Department of Education

- ed.gov/
- 1-800-872-5327

Why Not Us documentary

- <http://whynotusfilm.com/>

Journey to College

Testimonial

“Journey to College has been a true blessing to me and the work that I do at Affton High School. Being the only College and Career Counselor in my building, I take on many roles throughout the college admission process. Three of the biggest hurdles to overcome is the initial applications, completing the FAFSA and in the end of the school year, celebrating EVERY college and career choice my students have chosen. Journey 2 College gives me the assistance and the fresh ideas to make these moments memorable. I highly recommend signing up for Journey 2 College. You are already doing the work, they just make it easier!”

~ Mary Giunta, College and Career Counselor, Affton High School

Site Coordinator Resource Manual

Apply Missouri

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Helping Missouri students apply to college

Applying to college can be a daunting process, especially for students who would be the first in their family to attend college, low-income students, and others who are underrepresented in higher education. Helping students navigate the college application process can put them on a path to reach their full potential. Apply Missouri 2019 is a college application program designed to help students plan for their future. All high schools in Missouri are invited to participate in the program this September and October.

Purpose and expectations

The purpose of Apply Missouri is to encourage students to consider a variety of higher education options, find the “best fit” for their future, and submit one or more college applications. The program can help create a college-going culture, generating interest and engagement among students.

Participating schools can schedule events any time during September and October.

Participating schools are asked to:

- Register to host an event.
- Provide a computer lab, staffing, and time during the school day for students to submit college applications.
- Report the results of these efforts to the Missouri Department of Higher Education.

High schools can expand their events to offer other college-related activities, including assemblies, college and career fairs, contests, and class assignments.

This is the seventh year Apply Missouri has been held at Missouri high schools. During the first six years of the program, Apply Missouri events have been held at 421 schools and has helped more than 21,600 students submit at least one college application.

By participating in Apply Missouri 2019, your school can ensure that all seniors have an opportunity to receive hands-on assistance to help them take the first big step toward continuing their education beyond high school.

Apply Missouri is a part of the American College Application Campaign, a national program sponsored by the American Council on Education. All 50 states participate in College Application Campaign activities.

Planning your Apply Missouri activities

Site coordinator checklist

- ☐ Reserve space for activities, including computer lab space for student to research colleges, submit applications, and other online activities.
- ☐ Utilize your planning team to encourage teachers and staff to get involved.
- ☐ Ask teachers to dedicate an in-class assignment to admissions essay preparation and college readiness.
- ☐ Add Apply Missouri activities to the school calendar.

Developing your schedule of activities

Utilize the sample activities chart on page 22 to prioritize your activities and to help keep school staff and students informed. You can make your activity as simple or as involved as desired. Remember, the main priority is to help students complete admissions applications during the school day. All other activities are optional. For a week long Apply Missouri event, you are welcome to utilize the Apply Missouri Sample Schedule on page 23.

One-on-one assistance to students completing and submitting admissions applications — For this activity it is important to reserve enough computers and lab time so each high school senior can submit at least one admissions application.

An average student typically requires about an hour to successfully complete and submit one college application. Even if the student is planning to enter the military or workforce, it is beneficial to have that student complete at least one admissions application. Having every student complete an application gives them the experience for the future. Prior to participating in this activity, every student should complete the “student admissions application” worksheet included in the Student Resource Manual. Reminder: this worksheet contains personal identifying and credit card information. Encourage students to be cautious when using this form to keep their information private. Students should also save

confirmation printouts from their submitted applications in their College Portfolios or to the Missouri Student Workspace. This time should also be used to have students sign in and complete the student survey.

Non-event/activity based Apply Missouri

— You may want to meet with your students one-on-one or in a small group setting throughout a wide stretch of time (e.g. September through October) instead of hosting a week-long event with several activities. In order to be considered a part of the Apply Missouri program, there are a few things you are asked to do:

- First, make sure all promotional items, publications and Apply Missouri student materials are distributed before meeting with your students. Encourage your students to complete the worksheets provided in the resource manual before meeting with you.
- Students should be granted time during the school day to meet with you and complete at least one application online.
- Students will need to sign in on the Apply Missouri sign-in sheet upon meeting with you and complete the online Apply Missouri student survey before leaving.
- Site Coordinator surveys need to be completed by mid-November. Sign-in sheets can either be emailed to journeytocollege@dhe.mo.gov, or mailed to the Missouri Department of Higher Education Attn. Journey to College Team, P.O. Box 1469, Jefferson City, MO 65102.

Create a planning team — It is important to get teachers, staff and administrators on board with your Apply Missouri goals and to ensure students are provided time during the school day to plan and prepare for college. Internal support will help ensure all seniors have the opportunity to participate. Consider establishing a planning team as early as possible before your Apply Missouri activity is scheduled to occur. Meet regularly with the planning team to touch base on progress with tasks and assignments. It is a good idea to use your planning team to select activities appropriate for your students and school environment as well as to determine the best dates and times for scheduling activities.

Kick-off assembly or celebration — For this activity, you may want to solicit an outside speaker, showcase and explain Apply Missouri activities and procedures, distribute Apply Missouri student materials, and/or offer door prize(s) for attendance. The Missouri Department of Higher Education will provide a large indoor/outdoor vinyl banner that your high school can use for the assembly or celebration. The general idea for the kick-off event is to build excitement about Apply Missouri and about postsecondary education. Students and classes may be used to help promote the kick-off event. For example, you may enlist an art or graphic design class to help decorate or a media class to create a special Apply Missouri promotional video.

Class assignments — Ask teachers to dedicate an in-class assignment related to obtaining postsecondary education.

- Ask English teachers to assign a project to write college admissions essays. There are many websites devoted to lesson planning and ideas for this kind of project.
- Ask government and economics teachers to lead a “college match” lesson where students research and identify schools that are a good fit academically, financially and socially. Students may complete the “college fit” worksheet found in their resource manual and should place a copy of it in their College Portfolio.
- Ask mathematics or personal finance teachers to do a lesson on calculating financial need and student loan repayment options. The U.S. Department of Education’s Federal Student Aid Repayment Estimator can be used for a portion of the assignment:
 - <https://studentloans.gov/myDirectLoan/repaymentEstimator.action>
- Have students use the FAFSA4caster to help them understand loan/award amounts.
 - https://fafsa.ed.gov/spa/fafsa4c/?locale=en_US#/landing
- In addition, the following website contains relevant lesson plans for a multitude of college student needs:
 - https://www.practicalmoneyskills.com/teach/lesson_plans
- Work with media/journalism classes to create ads for local media outlets including radio, television, and newspaper. Media and journalism classes may also be a good resource for creating an Apply Missouri social media campaign for the school’s Twitter, Instagram, Facebook, or other social media accounts.

Parent/teacher conferences — You may want to set up a table during parent/teacher conferences to promote Apply Missouri activities and answer questions students or parents may have about applying for college.

FSA ID account creation — After applying for admissions, one of the next steps in the college preparation process is submitting financial aid forms. The FAFSA is available on October 1 each year. Apply Missouri is a perfect time to help students get ready for the FAFSA by setting up their FSA ID, which includes a user name and password. Tips for setting up an FSA ID are included in the Student Resource Manual. If your school is planning to host FAFSA Frenzy activities, you may wish to distribute FAFSA Frenzy promotional materials or items to students who participate in a FAFSA-related activity. Hosting sites may select a date and time that works for their school, community or organization. The 2019-20 site hosting application can be found at <https://surveys.mo.gov/index.php/325680>. The site application deadline is Friday, Aug. 23, 2019, at 5 p.m.

College fairs — The Missouri Association of College Admissions Counselors (MOACAC) organizes college fairs each fall during the months of September and October. If your school is hosting or attending a MOACAC college fair, you may want to coordinate your Apply Missouri activities with the college fair schedule. This can be a great way for your seniors to direct questions to specific colleges as well as build enthusiasm over college attendance.

College T-shirt/decorating day — Designate a special day during your Apply Missouri event for teachers and staff to wear shirts from their college alma maters to help heighten excitement about college and the vast options for higher education. Encourage teachers to decorate classrooms or doors with fliers, pennants, or other swag from their alma mater and to urge students to ask about their college experiences.

Viewing of the documentary Why Not Us? — Why Not Us? is a documentary created by The College Board, in partnership with Roadtrip Nation, which follows the journey of four first-generation college students as they take a road trip across the United States. During their journey, they interview leaders like Ana Maria Cavez, CEO of Girl Scouts of America; Grammy and Academy Award-winner John Legend; and Starbucks CEO Howard Schultz who are all the first in their families to attend college. It is an inspiring documentary that is sure to

promote a college-going atmosphere in your school. This documentary can be accessed at <http://whynotusfilm.com/>. A Companion Discussion Guide also is available at this website.

Daily college-related PA announcements and contests with prizes — School office staff may announce a daily riddle or provide a daily fun fact or tip related to attending college. You may wish to organize contests such as college trivia (page 26-27), college bingo (page 24-25), a scavenger hunt, or an art, video or design contest. You can solicit donations for prizes, such as gift cards or college T-shirts, from local postsecondary education institutions and businesses.

Pizza Pie Apply! – Host a pizza party celebrating students after they’ve submitted at least one college application.

“I Applied! – Here’s my why” poster – Get students excited about where they applied by creating a poster of where they applied to and why they chose that school or why they want to go to college. Hang them around school and/or take pictures of the students with their posters to post on social media.

Promotional Posters – Have art classes create promotional posters of different colleges, universities, and military branches to fill the halls. This project is a great way to have school-wide involvement and bring awareness.

Decorate Parking Spaces – Yes! This is a thing now! Allow students to decorate their parking spaces with college logos, military branches, etc. You could even turn this into a decorating contest. Get some creative ideas at <https://www.pinterest.com/pin/316377942543607080/?lp=true>.

Student Workspace and Student Portal

Account Registration — Help students log in to the Missouri Department of Higher Education’s redesigned State Student Financial Aid Portal at web.dhe.mo.gov/dhe/famous/portal and the new Student Workspace, web.dhe.mo.gov/dhe/studentworkspace. Through the portal, students can complete a state aid eligibility estimator, apply for and learn more about state financial aid. Students can use the Student Workspace as an online college portfolio, saving vital information such as admission letters, scholarship applications, transcripts, resumes, etc. High school seniors should sign up for the portal. Underclassmen can sign up for the workspace and add the portal account during their senior year. Students can go seamlessly between the portal and workspace.

One-on-one counseling with students about college fit and calculation of total costs and net price

— According to a past U.S. Department of Education survey, public school students received an average of only 38 minutes of college admissions advice from their school counselors. Effective

college guidance for low-income students involves a host of tasks, including helping students identify college matches that offer robust support structures and adequate funding. You may want to use the “college fit” worksheet located in the Student Resource Manual to guide discussions and to help students document their needs and concerns about attending college.

One-on-one assistance to students applying for ACT or SAT exam fee waivers and registering for a test date

— The ACT website can be found at <http://www.act.org>. To be eligible for an ACT fee waiver, a student must be enrolled in the 11th or 12th grade, either a U.S. citizen or testing in the U.S., U.S. territories, or Puerto Rico and meet one or more indicators of economic need listed on the fee waiver form. Eligible students may receive a maximum of two separate fee waivers in total. A waiver is used at the time the student registers for an exam and may not be used to cover late registration fees, test date changes, test location changes, or other fees or services. Copies of test registration confirmation pages should be stored in the College Portfolio to help keep the student organized.

Workshops with military

representatives — Be sure to provide time to discuss ROTC opportunities or veterans’ education benefits to students. The branches of the U.S. military offer education payment and training benefits for

service members and their families. Students interested in military service can use the military education benefits tips sheet found in the Student Resource Manual. For more information about education programs, visit <https://benefits.va.gov/gibill/>

College preparation workshops —

Schedule workshops with college student panels to address college-life questions, etc.

Individual student selfies or videos to gather student feedback and quotes —

This type of activity should be fun for students and may be useful to promote your Apply Missouri activities. Consider using YouTube, Instagram, Snapchat or other social media platforms to help reach as many students as possible and build excitement around your events. Be sure to use Missouri's hashtags in your social media posts (page 52).

End of the week or month “I applied” celebration —

Celebrate with a school assembly or try something different like a college tailgate party. This is a perfect time to share the list of all schools to which students applied during your Apply Missouri event.

Student resources — Information for students can be found in a Student Resource Manual and on a web page designed specifically for seniors during the college application process. All items found in the resource manual can also be found

at <https://journeytocollege.mo.gov/apply-missouri/>:

- What is college?
- Personal statement and essay writing tips
- Military education benefits tip sheets
- I applied! What's next?
- Sample admissions application
- College fit worksheet
- College cost comparison worksheet
- Setting up a Student Workspace and Student Portal accounts

Apply Missouri Sample activities

Activity	Potential volunteers	Add to school calendar?	Reserve facilities?
Admissions application assistance	<ul style="list-style-type: none"> • One-on-one technical assistance: Local college academic advisors • Staff from college access organizations • Financial planners • Seniors who have already completed the admissions process at one or more schools 	Yes	Yes, computer lab
Counseling students about college fit, net price and costs, etc.	<ul style="list-style-type: none"> • One-on-one assistance 	Yes	Yes, classroom or larger room
Kick-off celebration	<ul style="list-style-type: none"> • Outside speakers • Promotion assistance from students or teachers and their classes 	Yes	Yes, large room such as the gym
Class assignments	<ul style="list-style-type: none"> • English teachers for admissions essay assignment • Economics or government teachers for college fit project • Personal finance or math teachers for college costs, financial need, and student loan assignment 	No	No
Parent/teacher conferences	<ul style="list-style-type: none"> • Volunteers may be needed to staff an Apply Missouri information table 	Yes	Yes
FSA ID account creation	<ul style="list-style-type: none"> • One-on-one technical assistance 	Yes	Yes, computer lab
College fair	<ul style="list-style-type: none"> • Students can help set up tables/chairs, hold doors for presenters, greet during event. 	Yes	Yes, large room such as the gym
College T-shirt or decorating day	<ul style="list-style-type: none"> • Art or media teachers 	Yes	No
Viewing of the documentary Why Not Us	<ul style="list-style-type: none"> • Teacher or staff to set up hardware and moderate 	Yes	Yes
College-related daily PA announcements, contests and prizes	<ul style="list-style-type: none"> • Office staff — to generate awareness of daily activity or give a morning “Fun fact” (could go with trivia contest) 	No	No
ACT or SAT exam waiver or test registration assistance	<ul style="list-style-type: none"> • One-on-one assistance 		Yes, computer lab
ROTC or military education benefits workshop	<ul style="list-style-type: none"> • Outside speakers 	Yes	Yes, classroom or larger room
College preparation workshops with student panels	<ul style="list-style-type: none"> • Seniors who have already completed their admissions applications may provide testimonials or answer questions • Outside speakers from local postsecondary institutions, such as someone from residential life 	Yes	Yes, classroom or larger room
Apply Missouri participant testimonials	<ul style="list-style-type: none"> • Students from school media classes or staff 	No	No
Apply Missouri “I applied” celebration	<ul style="list-style-type: none"> • Photography or journalism students 	Yes	Yes, large room such as the gym

Apply Missouri Sample activities

Activity	Potential volunteers	Add to school calendar?	Reserve facilities?
State Financial Aid Student Portal Account Creation	• One-on-one technical assistance	No	Yes, computer lab
Student Workspace Account Creation	• One-on-one assistance	Yes	Yes, classroom or larger room
Pizza Pie Apply!	• Counselors or teachers depending on setup location	No	Maybe, classroom or common room
“I Applied! – Here’s my why” poster	• Teachers	No	No
Promotional Posters	• Art teacher	No	No
Decorate Parking Spaces	• Counselors, teachers, staff	Yes	No

Apply Missouri Sample schedule

Day, date	Time	Activity	Location	Goals
Monday Oct. 21, 2019	8:45–9:45 a.m.	Apply Missouri kick-off assembly	Gym	<ul style="list-style-type: none"> Distribute College Portfolios and materials Introduce any volunteers or speakers Explain how Apply Missouri events will work
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> Students should write a complete first draft and turn it in before the end of the class period Teachers should be prepared to return the following day with comments, suggestions
	10 a.m.–3 p.m.	Personal finance and economics classes work on “college fit” worksheets	Classrooms	<ul style="list-style-type: none"> Students should complete as much information within the worksheet as possible before the end of the class period Teachers should be prepared to return worksheets the following day with comments, suggestions
Tuesday Oct. 22, 2019	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> Offer a question such as a statistic (e.g., what is Missouri’s college completion rate?) or a fun fact about a Missouri college (e.g., which Missouri school’s mascot is a mule?)
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> Return essays to students with comments, suggestions; students should finalize Printed copies may be saved in students’ College Portfolios
	10 a.m.–3 p.m.	Personal finance and economics classes work on “college fit” worksheets	Classrooms	<ul style="list-style-type: none"> Return worksheets to students with comments, suggestions; students should finalize Final copies may be saved in students’ College Portfolios
	1 p.m.–3 p.m.	Student individual appointments to discuss “college fit” worksheet	Classroom or counseling offices	<ul style="list-style-type: none"> Answer student questions Help students narrow school choices
Wednesday Oct. 23, 2019	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> Offer a question such as a statistic (e.g., how many students received Missouri student aid in 2014–15? Answer 70,000) or a fun fact about a Missouri college (e.g., name a private/independent Missouri college in St. Louis)
	11:20 a.m.–12:40 p.m.	Set up tables/stations	Cafeteria	<ul style="list-style-type: none"> Promote remaining Apply Missouri activities Answer student questions about college application processes
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications and FSA ID account creation	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
Thursday Oct. 24, 2019	8:15 a.m.–9:30 a.m.	Game day activity	Classrooms	<ul style="list-style-type: none"> Play college bingo or make a card or worksheet whereby students must match teachers to their alma maters; have seniors submit the card to an Apply Missouri volunteer at the end of the first period to be entered into a drawing
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications and FSA ID account creation	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
Friday Oct. 25, 2019	8:45 a.m.–12:15 p.m.	One-on-one assistance submitting college admissions applications and FSA ID account creation	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
	1:45–3 p.m.	Apply Missouri closing celebration and tailgate party	School parking lot	<ul style="list-style-type: none"> Have students share the schools to which they applied Have students turn in their activity tracking cards and student survey forms; conduct door prize drawings from completed forms

College bingo card – sample

Use this sample bingo card to help students get to know their teachers and stir conversations about going to college and finding seniors' best fit for after high school.

B	I	N	G	O
Attended a four-year college or university	Lived at home while attending school	Worked full time while attending college	Is still close friends with his or her college roommate	Studied abroad while in college
Attended a college or university in Missouri	Went to college on a scholarship	Changed majors two or more times	Attended a two-year college	Majored in math
Majored in Science	Attended an out of state college or university	FREE SPACE	Worked for the school newspaper, TV station or radio station in college	Met his/her significant other in college
Lived on campus	Is currently enrolled in a college program or course	Had a mentor or other close advisor in college	Was President or leader of a college club	Completed Graduate school
Attended two or more colleges	Wishes they were still in college	Spent time in the military before going to college	Played sports in college	Took out student loans in order to pay for college

College bingo card – template

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/BingoApplyMO.pdf>

B	I	N	G	O

Apply Missouri Trivia questions

► Print your own:

<https://dhe.mo.gov/ppc/documents/triviaqanda.pdf>

Trivia is a fun way to learn more about colleges and universities in Missouri.

1. What is the oldest university west of the Mississippi?
(Saint Louis University)
2. What college changed its name from Northeast Missouri State University?
(Truman State University)
3. What is the University of Missouri's mascot?
(The Tigers or Truman the Tiger)
4. The world's first School of ___ was founded at the University of Missouri.
(Journalism)
5. Which two Missouri universities are considered HBCUs or historically black colleges and universities?
(Lincoln University of Missouri and Harris-Stowe University)
6. What is the new name of Missouri's only two-year public technical college?
(State Technical College of Missouri)
7. How many locations does Moberly Area Community College have in Missouri? (6)
8. What mid-Missouri college was originally founded as Christian Female College?
(Columbia College)
9. What college was the first technological institution west of the Mississippi?
(Missouri S & T)
10. What was the first college in Missouri, and one of the first higher education institutions in the nation, to become a tobacco-free institution? (Ozarks Technical Community College)
11. What are the names of the two Missouri colleges that offer education to women only? (Cotter College and Stephens College)
12. What college has the River Campus, the only campus in Missouri dedicated solely to art, dance, music, and theatre?
(Southeast Missouri State University)
13. What is Three Rivers Community College's mascot? (Rocky Raider)
14. What community college has 5 campuses located in and around Kansas City? (Metropolitan Community College)
15. The first grant ever made by the Walton Family Foundation was awarded to what college located in Marshall, Missouri?
(Missouri Valley College)
16. What Missouri college campus was the location for the 2004 film Killer Diller?
(Central Methodist University)
17. With the nickname "Hard Work U," students at which Missouri college bake more than 25,000 fruit cakes a year?
(College of the Ozarks)

Trivia questions *continued*

18. Which Missouri college boasts theater major alumni Jennifer Tilly and Annie Potts and also hosts the annual Citizen Jane Film Festival? (Stephens College)
19. Boomer the Bear lives on which Missouri campus? (Missouri State University)
20. This Missouri campus is located on 110 acres on the bluffs of the Mississippi River. (Hannibal LaGrange University)
21. What is the mascot for the University of Central Missouri? (Mules/Jennies)
22. This Missouri campus is designated as the Missouri Arboretum, boasting more than 1,700 trees (Northwest Missouri State University)
23. Which Missouri university may be found on Historic Route 66 in Joplin? (Missouri Southern State University)
24. Name two of Missouri's community colleges (Crowder College; East Central College; Jefferson College; Metropolitan Community College in Kansas City; Mineral Area College; Moberly Area Community College; North Central Missouri College; Ozarks Technical Community College; State Fair Community College; St. Louis Community College; Three Rivers Community College)
25. This Missouri university was founded in 1916 as the College of St. Teresa and has school colors of purple and gold. (Avila University)
26. Which two-year college is located in West Plains, Missouri? (Missouri State University West Plains)
27. Which Missouri college offering automotive and construction programs was founded in 1907 by David Ranken? (Ranken Technical College)
28. What is the name of Missouri's largest need-based student financial aid program? (Access Missouri)
29. This private university is located in St. Louis and has the motto, "Per veritatum vis," meaning "strength through truth." (Washington University)
30. Which Missouri university was founded in 1915 as St. Joseph Junior College? (Missouri Western State University)
31. Name one of the two Missouri postsecondary institutions that are Jesuit colleges (Rockhurst University or Saint Louis University)
32. Which Missouri university takes its name from Mother St. John Fontbonne? (Fontbonne University)

Helping students prepare for Apply Missouri

Site coordinator checklist

- ☐ Distribute event preparation materials and free promotional items to students.
- ☐ Student Resource Manual which contains college fit worksheet and student admissions application worksheet
- ☐ College Portfolios
- ☐ Planning for Financial Success budget brochure
- ☐ Sample letter to students/families
- ☐ Encourage students to complete college research prior to Apply Missouri activities.
- ☐ Encourage students to visit the “Apply Missouri” webpage on the Journey to College website at <https://journeytocollege.mo.gov/apply-missouri/>.

School choice and counseling students about college fit

Ideally students should arrive at the computer lab during the admissions application activity with a list of colleges they may be interested in attending. The “college fit” worksheet is an ideal tool for students to research and record information about the schools in which they may be interested. College characteristics students should consider include:

Location — Do students want to move away, or stay close to home? Encourage students to use the location tool to search for schools by city or region in the College and Degree Search at <https://web.dhe.mo.gov/dhe/collegedegreesearch/collegesearch.faces>.

Size — Would the student be interested in the experience of a large university? Or would the student benefit from a smaller school where it might be easier to develop connections with teachers and school staff? Information about a school’s enrollment as well as its student-to-faculty ratio should be available on its website.

Available majors and programs and admissions selectivity — Is the student interested in obtaining an associate or bachelor's degree? For students who want to obtain a bachelor's degree, a community college may still be the place to begin. Consideration should be made according to transferability of credits and courses as well as cost. Students qualifying for A+ scholarship may or may not find the community college route to be the least expensive. Work with both two- and four-year schools to help students find the best fit for their future. Encourage students to visit <https://journeytocollege.mo.gov/finish/transfer-credit/> for help understanding the college transfer process. With creation of the CORE 42 program starting with the 2018-19 school year, all of Missouri's public two- and four-year colleges and universities have agreed on the transferability of general education credits across all campuses. Students will be able to use the Course Transfer Tracker to see how their credits will transfer from one college to another. The online College and Degree Search at <https://web.dhe.mo.gov/dhe/collegedegree/search/collegesearch.faces> and the new MoSCORES website, <https://scorecard.mo.gov/scorecard/Search> can help students see the types of programs Missouri schools offer that match their career interests. Additional information about school type, admissions selectivity and other factors can be found at <https://journeytocollege.mo.gov/plan/explore-colleges-careers/>.

Services for first-generation students or at-risk populations — Students should be aware that a wide variety of services and extra financial assistance may be available to help them earn a degree. Many colleges offer summer bridge programs, tutoring services, emergency funds for students with financial need, multi-cultural student clubs and organizations, on-campus health services, and dormitories that are open during the holidays. Point students who have been in foster care or are homeless or at risk for being homeless to online resources at <https://journeytocollege.mo.gov/plan/foster-and-homeless-youth/>.

Services for IDD students – School counselors and parents of IDD students should be made aware of the fact that each college offers different levels of accommodations for students with intellectual and developmental disabilities. Colleges are not allowed to ask a student if they have a learning disability. There is also no requirement that the student has to list their disability on any college admissions application. However, the topic is still highly debatable with no right or wrong answer as it does not affect the student's acceptance into college. Once accepted, the student then has the decision whether or not they want to fully disclose their learning disability and request accommodations with the college's disability services office.

Total cost, net price and other data — Net price is the difference between the “sticker” price (full cost) to attend college, minus any grants and scholarships. By federal law, each institution is required to provide a version of the Net Price Calculator on its website. To find out the “net price” for a specific college or university, check out <http://collegecost.ed.gov/netprice>. Schools will also typically provide information such as their first-to-second year retention rates, the numbers and percentages of students enrolled by various demographic categories, graduation rates, average student loan debt of its graduates, and more. The U.S. Department of Education’s College Affordability and Transparency Center provides a College Scorecard to help students and families better understand the affordability and outcomes associated with particular postsecondary schools. For more information, visit <https://collegescorecard.ed.gov/>.

Admission fees

Most colleges require an application fee when a student submits an application to their school. Many colleges will require a credit card, pre-paid credit card, debit card or electronic check information in order to submit an application online. Students who are unable to provide payment information during Apply Missouri, can save an application and submit it later when they can provide a payment method or receive a fee waiver.

To help students prepare for the online admissions process, use the list of Missouri’s two- and four-year schools, on pages 35 and 36, which includes their current application fees.

College application fee waivers

Applying for college can be expensive for any student. Some postsecondary institutions do not charge admissions fees (see the list of Missouri’s two- and four-year schools and their fees on pages 33-34). Application fees may prohibit some families, especially those with a financial burden or hardship, from applying to college. It is important to let students and parents know that they may be eligible for waivers of these fees.

There are three types of fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. For further information about fee waivers, students should speak directly with their high school counselor to determine which colleges will accept fee waivers.

1. National Association for College Admission Counseling (NACAC). The NACAC Request for Admission Application Fee Waiver Form is for traditional high school students who meet NACAC’s requirements. Students should use this form to apply to the schools they are most interested in attending (up to four schools). Not all schools will accept the NACAC fee waiver form.

2. ACT. Many colleges and universities will consider waiving or deferring the admission application fee for students who have been granted an ACT Fee Waiver. To facilitate consideration of such requests, ACT has provided a request form in the 2017–18 ACT Test User Handbook for Educators for high school counselors to photocopy and complete for students. Individual institutions are not obligated to waive or defer their admission application fees for any specific applicants.
3. College Board. The College Board fee waivers cover more than just SAT testing fees. Students who are eligible for fee waivers can also receive up to four Requests for Waiver of College Application Fee forms free or at a reduced price.

The “student admissions application” worksheet located in the Student Resource Manual includes spaces to record the appropriate information for fees and waivers.

U.S. Department of Education school code lists

School codes are issued by the U.S. Department of Education at the time the school is approved to participate in any of the federal financial aid programs, such as the Pell Grant or student loans. The school code is useful at the time of applying

for admissions and is required when the student submits the Free Application for Federal Student Aid (FAFSA) after October 1. Federal school codes can be found at <http://ifap.ed.gov/ifap/fedSchoolCodeList.jsp>.

Communicating with parents

To make sure seniors are fully prepared to submit admissions applications during your Apply Missouri activities, it is important to communicate with their parents. In some cases, students may need to obtain a parent’s credit card to pay any required admissions fees. It is important that parents are aware of the activities you are planning and have an opportunity to provide support and encouragement. For some activities, it may be appropriate to invite parents to participate along with their student. Additionally, parents may be helpful to students in reviewing potential colleges and determining what schools are a good fit based on individual circumstances and preferences. A sample letter to students and their families is available on page 53.

College fit worksheet

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/collegefitworksheet.pdf>

	School 1: _____	School 2: _____	School 3: _____
School website			
School type (2-year, 4-year, vocational)			
Student body size			
School setting (urban, rural)			
Location (In state/out-of-state)			
Distance from home			
Degree types offered (certificate, associate, bachelor's)			
Majors I'm interested in	1. 2. 3.	1. 2. 3.	1. 2. 3.
Admissions contact	Name/Phone/Email:	Name/Phone/Email:	Name/Phone/Email:
Admission requirements	ACT/SAT:	ACT/SAT:	ACT/SAT:
	GPA:	GPA:	GPA:
On campus housing	Available <input type="checkbox"/>	Not available <input type="checkbox"/>	Available <input type="checkbox"/>
Deposit amount			
Deposit due date			
Campus services open and available during holidays			
Questions to ask			

Continued on next page

College fit worksheet *continued*

	School 1: _____	School 2: _____	School 3: _____			
Paying for College						
Free Application for Federal Student Aid (FAFSA)	School code: School deadline:	School code: School deadline:	School code: School deadline:			
Estimated cost of attendance						
Available scholarships (institutional and private)	Name:	Name:	Name:			
	Deadline:	Deadline:	Deadline:			
	Name:	Name:	Name:			
	Deadline:	Deadline:	Deadline:			
	Name:	Name:	Name:			
	Deadline:	Deadline:	Deadline:			
Available financial aid (grants, work-study, loans)						
Emergency funds available	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No			
Services for students						
	Available	Not available	Available	Not available	Available	Not available
Career center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer labs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free tutoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Math center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-campus health center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Student admissions application worksheet

► **Fill out and print your own:**

<https://dhe.mo.gov/ppc/documents/admissionsworksheet.pdf>

Full legal name:	Social Security number:
Citizenship status: (If not a citizen, record USCIS number)	
State residency information:	Residency is determined by the Missouri public institution to which the student is applying. Student residency requirements are covered in Missouri's code of State Regulations at http://www.sos.mo.gov/adrules/csr/current/6csr/6csr.asp Resident status factors may include: <ul style="list-style-type: none"> Residing in the state for more than 12 months with the intent to make Missouri a permanent home Military service Automobile registration Income or property taxes Etc.
ACT test information Date of exam: Scores:	SAT test information Date of exam: Scores:
GPA:	Class rank:
Method of handling admission fees: <input type="checkbox"/> Fee waivers requested and approved? <input type="checkbox"/> Credit card: _____ Exp date: _____ CVV: _____ <input type="checkbox"/> Applying to schools that do not charge admissions application fees	
Application essay: <input type="checkbox"/> Essay complete? <input type="checkbox"/> Does it promote you? <input type="checkbox"/> Is it well written?	
Extracurricular activities:	Work experience:
Reference 1: teacher, coach, counselor, employer, etc.	Reference 2: teacher, coach, counselor, employer, etc.

Missouri's two- and four-year public colleges and universities*

	Public institution	School code	Application fee	Address	Phone number	City
Two years or less	Applied Technology Services	030686	\$0	12721 W. Watson Road	314-989-7456	Sunset Hills
	Cape Girardeau Career & Technology Center	005532	Varies by program	1080 S. Silver Springs Road	573-334-0826 X 6510 or X 6515	Cape Girardeau
	Carthage R-9 School District- Carthage Technical Center	041522	\$35	609 River St.	417-359-7095	Carthage
	Cass Career Center	016354	\$5	1600 E. Elm St.	816-380-3253	Harrisonville
	Clinton Technical School	024975	\$0	602 S. 5th St.	660-885-6101	Clinton
	Columbia Area Career Center	022892	Varies by program	4203 S. Providence Road	573-214-3803	Columbia
	Crowder College	002459	\$25	601 Laclede	417-451-3223	Neosho
	Dallas County Technical Center	030728	\$0	33 Vo-Tech Road	417-752-3491	Louisburg
	East Central College	008862	\$0	1964 Prairie Dell Road	636-584-6588	Union
	Four Rivers Career Center	020561	Varies by program	1978 Image Drive	636-231-2100 X 2923	Washington
	Franklin Technology Center-MSSU	013568	\$50	3950 E. Newman Road	417-659-4400	Joplin
	Grand River Technical School	005531	Varies by program	1200 Fair St.	660-646-3414	Chillicothe
	Herndon Career Center	031743	\$50	11501 E. 350 Hwy.	816-268-7140	Raytown
	Hillyard Technical Center	015801	\$35	3434 Faraon St.	816-671-4170	St. Joseph
	Jefferson College	002468	\$0	1000 Viking Drive	636-797-3000	Hillsboro
	Kirksville Area Technical Center	014698	\$40	1103 S. Cottage Grove	660-665-2865	Kirksville
	Lake Career and Technical Center	015986	\$20	269 Dare Blvd.	573-346-9260	Camdenton
	Lex La-Ray Technical Center	014971	Varies by program	2323 High School Drive	660-259-2688 X 2002	Lexington
	Metropolitan Community College-Kansas City	002484	\$0	3200 Broadway	816-604-1000	Kansas City
	Mineral Area College	002486	\$15	P.O. Box 1000	573-518-2133	Park Hills
	Missouri State University-West Plains	031060	\$15	128 Garfield	417-255-7955	West Plains
	Moberly Area Community College	002491	\$0	101 College Ave.	660-263-4100	Moberly
	Nevada Regional Technical Center	014134	\$65	2015 N. West St.	417-448-2016	Nevada
	North Central Missouri College	002514	\$20	1301 Main St.	660-359-3948	Trenton
	Northland Career Center	015451	\$150	1801 Branch St.	816-858-5505	Platte City
	Northwest Technical School	015450	\$200	1515 S. Munn	660-562-3022	Maryville
	Ozarks Technical Community College	030830	\$0	1001 E. Chestnut Expressway	417-477-7500	Springfield
	Pike-Lincoln Technical Center	013785	Varies by program	342 VoTech Road	573-485-2900	Eolia
	Poplar Bluff Technical Career Center	013683	\$25	3203 Oak Grove Road	573-785-2248	Poplar Bluff
	Rolla Technical Institute	005429	\$50	1304 E. 10 th St.	573-458-0150	Rolla
	Saint Louis Community College	002469	\$0	300 S. Broadway	314-539-5000	St. Louis
	Saline County Career Center	015639	\$25	900 W. Vest	660-886-6958	Marshall
	Sikeston Career and Technology Center	013243	\$75	200 Pine St.	573-471-5442	Sikeston
	South Central Career Center	005424	Varies by program	407 W. Thornburgh	417-256-6152	West Plains
	St. Charles Community College	017027	Varies by program	4601 Mid Rivers Mall Drive	636-922-8270	Cottleville
	State Fair Community College	007628	\$0	3201 W. 16 th St.	660-530-5833	Sedalia
	State Technical College of Missouri	004711	\$0	One Technology Drive	573-897-5026	Linn
	Three Rivers Community College	004713	\$0	2080 Three Rivers Blvd.	573-840-8606	Poplar Bluff
	Warrensburg Area Career Center	014434	Varies by program	205 S. Ridge View Drive	660-747-2283	Warrensburg
	Waynesville Career Center	014833	\$100	400 G.W. Lane	573-842-2500	Waynesville
Four years	Harris-Stowe State University	002466	\$20	3026 Laclede Ave.	314-340-3300	St. Louis
	Lincoln University	002479	\$0	820 Chestnut St.	573-681-5000	Jefferson City
	Missouri Southern State University	002488	\$25	3950 E. Newman Road	866-818-6778	Joplin
	Missouri State University-Springfield	002503	\$35	901 S. National	417-836-5517	Springfield
	Missouri University of Science and Technology	002517	\$0	1201 N. State St.	573-341-4111	Rolla
	Missouri Western State University	002490	\$0	4525 Downs Drive	816-271-4200	St. Joseph
	Northwest Missouri State University	002496	\$0	800 University Ave.	660-562-1212	Maryville
	Southeast Missouri State University	002501	\$30	One University Plaza	573-651-2590	Cape Girardeau
	Truman Medical Center School of Nurse Anesthesia	005445	\$100	2301 Holmes St.	816-404-1100	Kansas City
	Truman State University	002495	\$0	100 E. Normal	660-785-4114	Kirksville
	University of Central Missouri	002454	\$30	1400 Ward Edwards Bldg.	660-543-4290	Warrensburg
	University of Missouri-Columbia	002516	\$65	11 Jesse Hall	573-882-7786	Columbia
	University of Missouri-Kansas City	002518	\$35	5100 Rockhill Road	816-235-1111	Kansas City
	University of Missouri-St. Louis	002519	\$35	One University Blvd.	314-516-5451	St. Louis

*As of June 2019 // Visit pr.mo.gov for a list of Missouri cosmetology schools. Visit dese.mo.gov for information about Missouri career schools.

Missouri's two- and four-year private postsecondary schools*

	Private institution	School code	Application fee	Address	Phone number	City
Two years or less	Southeast Missouri Hospital College of Nursing and Health Sciences	030709	\$100	2001 William St.	573-334-6825	Cape Girardeau
	Texas County Technical Institute	035793	\$50	6915 S. Highway 63	417-967-5466	Houston
	Victory Trade School	041303	\$0	1715 N. Boonville Ave.	417-864-2222	Springfield
Four years	A.T. Still University of Health Sciences	G02477	Varies by program	800 W. Jefferson	660-626-2121	Kirksville
	Aquinas Institute of Theology	G01632	\$50	23 S. Spring Ave.	314-256-8800	St. Louis
	Assemblies of God Theological Seminary	G12120	\$75	1435 N. Glenstone Ave.	417-268-1000	Springfield
	Avila University	002449	\$0	11901 Wornall Road	816-501-2400	Kansas City
	Baptist Bible College	013208	\$0	628 E. Kearney	417-268-6000	Springfield
	Barnes Jewish College Goldfarb School of Nursing	006389	\$50	4483 Duncan Ave.	314-454-7055	St. Louis
	Bolivar Technical College	042557	\$50	135 N. Oakland Avenue	417-777-5062	Bolivar
	Calvary Bible College and Theological Seminary	002450	\$0	15800 Calvary Road	816-322-0110	Kansas City
	Central Christian College of the Bible	014619	\$50	911 E. Urbandale Drive	660-263-3900	Moberly
	Central Methodist University	002453	\$0	411 Central Methodist Square	660-248-6374	Fayette
	City Vision College	041191	\$0	3101 Troost Ave., Suite 200	816-960-2008	Kansas City
	Cleveland University	014438	\$50	10850 Lowell Ave.	800-467-2252	Overland Park
	College of the Ozarks	002500	\$0	1 Industrial Place	417-690-2636	Point Lookout
	Columbia College	002456	\$35	1001 Rogers St.	573-875-8700	Columbia
	Conception Seminary College	002467	\$0	37174 State Hwy. VV	660-944-3105	Conception
	Concordia Seminary	G02457	\$50	801 Seminary Place	314-505-7000	St. Louis
	Cottey College	002458	\$25-\$35	1000 W. Austin	417-667-8181	Nevada
	Covenant Theological Seminary	G04707	\$50	12330 Conway Rd.	314-434-4044	St. Louis
	Cox College	013877	\$50	1423 N. Jefferson	417-269-3401	Springfield
	Culver-Stockton College	002460	\$0	One College Hill	573-288-6000	Canton
	Drury University	002461	\$0	900 N. Benton	417-873-7879	Springfield
	Eden Theological Seminary	G02462	\$40	475 E. Lockwood Ave.	314-862-3456	St. Louis
	Evangel University	002463	\$25	1111 N. Glenstone	417-865-2815	Springfield
	Fontbonne University	002464	\$0	6800 Wydown Blvd.	314-899-1400	St. Louis
	Graceland University	186601	\$0	1401 W. Truman Rd.	800-833-0524	Independence
	Hannibal-Lagrange University	009089	\$25	2800 Palmyra Rd.	573-629-3264	Hannibal
	Kansas City Art Institute	002473	\$45	4415 Warwick Blvd.	816-802-3560	Kansas City
	Kansas City University of Medicine and Biosciences	G02474	Varies by program	1750 Independence Blvd.	816-654-7000	Kansas City
	Kenrick Glennon Seminary	002476	\$0	5200 Glennon Drive	314-792-6100	St. Louis
	Lester E. Cox Medical Center School of Medical Technology	N/A	\$0	3801 S. National Ave.	417-269-3000	Springfield
	Lindenwood University	002480	\$30	209 S. Kingshighway	636-949-4949	St. Charles
	Logan University	004703	Varies by program	1851 Schoettler Rd.	636-227-2100	Chesterfield
	Maryville University of St. Louis	002482	\$0	650 Maryville University Drive	314-529-9300	St. Louis
	Midwestern Baptist Theological Seminary	002485	\$25	5001 N. Oak St.	816-414-3700	Kansas City
	Missouri Baptist University	007540	\$0 (if applying online)	One College Park Drive	314-434-1115	St. Louis
	Missouri Valley College	002489	\$15	500 E. College	660-831-4100	Marshall
	Nazarene Theological Seminary	G02494	Varies by program	1700 E. Meyer Blvd.	816-268-5400	Kansas City
	Ozark Christian College	015569	\$30	11111 N. Main	417-626-1234	Joplin
	Park University	002498	\$35	8700 NW River Park Drive	816-741-2000	Parkville
	Ranken Technical College	012500	\$95	4431 Finney	314-286-4809	St. Louis
	Rockhurst University	002499	\$0 (if applying online)	1100 Rockhurst Road	816-501-4000	Kansas City
	Saint Louis Christian College	012580	\$30	1360 Grandview Drive	314-837-6777	Florissant
	Saint Louis University	002506	\$0	1 No. Grand Blvd.	314-977-2500	St. Louis
	Saint Luke's College of Health Sciences	009782	\$35	624 Westport Rd.	816-936-8700	Kansas City
	Southwest Baptist University	002502	\$0	1600 University Ave.	417-328-5281	Bolivar
	St. Louis College of Pharmacy	002504	\$55	4588 Parkview Place	314-367-8700	St. Louis
	Stephens College	002512	\$50	1200 E. Broadway	573-876-7207	Columbia
	Urshan Graduate School of Theology	G41461	\$25	704 Howdershell Road	314-921-9290	Florissant
	Washington University in St. Louis	002520	\$75	1 Brookings Drive	314-935-6000	St. Louis
	Webster University	002521	\$35	470 E. Lockwood Ave.	314-246-7800	St. Louis
	Westminster College	002523	\$0	501 Westminster Ave.	573-592-5000	Fulton
	William Jewell College	002524	\$0	500 College Hill	816-781-7700	Liberty
	William Woods University	002525	\$0	One University Ave.	573-642-2251	Fulton

*As of June 2019

Recruiting and managing volunteers

Site coordinator checklist

- ☐ Seek volunteers from among your school's staff as well as admissions or academic advising staff from any local postsecondary institutions.
- ☐ Seek volunteers from among student leadership.
- ☐ Notify volunteers if school policy requires background checks.
- ☐ Communicate with your volunteers early and often. Be sure your volunteers know well in advance their assignments and the activities/events schedule.
- ☐ Communicate any training opportunities to your volunteers. The Missouri Department of Higher Education will communicate training opportunities to site coordinators; however, the MDHE does not coordinate volunteers for Apply Missouri activities/events.

Recruiting volunteers

It is recommended you have one volunteer for every four to five computer stations during the designated time(s) for completing and submitting admissions applications.

Consider using seniors who have already completed college admissions applications to volunteer to help their peers who have not yet gone through the college admissions process. Additionally, student ambassadors from any grade level can help distribute materials, decorate the school, and promote Apply Missouri activities — especially by working with local media as well as liking and sharing Apply Missouri

Facebook posts or by re-tweeting Twitter messages. Identify students from each grade who would like to bring some ideas of their own. Ask students from each grade level to share and implement ideas and post and distribute materials. Community groups that may be helpful as volunteers include:

- PTA/PTO members
- Retired persons with teaching, counseling or postsecondary administration experience
- Boys and Girls Clubs

- Staff from any local postsecondary institutions, such as admissions counselors or academic advisors
- Local elected officials, such as school board or city council members
- Local business leaders and extension services
- Staff at college access organizations or with non-profit social services groups
- Parents
- School alumni

As you recruit volunteers, be sure everyone involved with Apply Missouri activities understands the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome, but they do need to be aware they may be helping students apply to any of the thousands of postsecondary schools nationwide. Additionally, volunteers may wear a specific college's T-shirt, such as one from their alma mater, but they should refrain from promoting that school.

Many school districts require background checks before a person may participate in a school day event. You may need to distribute your school's policy to potential external volunteers. You may also need to supply a list of volunteers to your school's administration.

Communicating with volunteers

You should contact volunteers regularly. Make sure each volunteer knows what his or her assignment is, when and where he or she should report, any specifics about parking or school procedures, what the appropriate or recommended attire is, and any contingency plans in case of inclement weather or an emergency.

Provide volunteers with information and links to help them prepare for your Apply Missouri activities. For instance, you may want to provide samples of the student preparation materials you use, such as the Student Resource Manual which includes the college fit worksheet and student admissions application worksheet.

After your Apply Missouri activities and events are over, be sure to thank your volunteers by sending them a certificate of appreciation and thank-you letter. Samples can be found on pages 39-40.

Sample volunteer thank-you letter

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/volunteerthankyou.pdf>

SCHOOL NAME
SCHOOL ADDRESS

[DATE]

Dear [VOLUNTEER'S NAME]

On behalf of [NAME OF YOUR HIGH SCHOOL] I would like to personally thank you for volunteering your time at our Apply Missouri event. This event could not have been a success without your help and the help of many others who volunteered their time.

During Apply Missouri, [number of seniors] of our seniors completed their admissions applications to attend college. Our seniors are one step closer to reaching their dreams of attending college.

[SUMMARIZE EVENTS OR INCLUDE ANY PRESS COVERAGE]

Once again [NAME OF YOUR HIGH SCHOOL] thanks you for your efforts and contribution of time at Apply Missouri! We hope to see you at more college access programs in the future.

Sincerely,

[YOUR NAME]
[YOUR TITLE]
[CONTACT INFORMATION]

Certificate of appreciation

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/applymocertofappreciation.pdf>

Journey to College

Apply Missouri

Certificate of Appreciation

is awarded to

on _____

for service to

_____ 's Apply Missouri 2019.

Presented by _____ .

Data management

Site coordinator checklist

- ☐ Add a shortcut to computer lab desktops pointing to the Apply Missouri Student Survey at <https://surveys.mo.gov/index.php/738156>.
- ☐ Maintain a list of postsecondary institutions to which your Apply Missouri participants submitted applications.
- ☐ Use the Admissions Application Lab Sign-in Sheet to gather student name, date of birth, number of applications submitted, and the schools to which applications were submitted (<http://dhe.mo.gov/ppc/documents/ApplyMO2018Sign-inTemplate.xlsx>).
- ☐ Complete the Apply Missouri Site Coordinator Survey online at <https://surveys.mo.gov/index.php/966878>.

Apply Missouri goals and benchmarks

During the first five years of the Apply Missouri program, participating high schools reported the following data:

The Missouri Department of Higher Education will use the information you submit via the Site Coordinator survey (<https://surveys.mo.gov/index.php/966878>) AND the information your students submit via the student survey (<https://surveys.mo.gov/index.php/738156>) to help evaluate the effectiveness of the Apply Missouri program and to prepare your high school's year-end outcome report. Year-end outcome reports are typically prepared and sent to high schools that order one via the Site Coordinator survey. The report will display your school's data compared to statewide information. If your students do not submit student surveys, your outcome report will display your data as zeroes.

During the 2018-19 program year, 85.6 percent of the students submitting Apply Missouri surveys indicated submitting at least one admissions application, exceeding Missouri's goal is for at least 60 percent of participating seniors to submit at least one admissions application during Apply Missouri.

Admissions application lab sign-in sheet template

The Missouri Department of Higher Education has created a sign-in sheet template, available in a Microsoft Excel or Adobe PDF formats, that you may use to help keep track of students submitting admissions applications. When your Apply Missouri activities are finished, please send copies of completed sign-in sheets to the Missouri Department of Higher Education as follows:

- Electronic copies may be emailed to journeystocollege@dhe.mo.gov
- Paper copies may be mailed or faxed to:
Journey to College team
Missouri Department of Higher Education
P.O. Box 1469
Jefferson City, MO 65102-1469
Fax #: 573-751-6635

The Missouri Department of Higher Education will use this information to construct your Journey to College year-end outcome report, if you submit data from all three programs, and to evaluate the effectiveness of the Apply Missouri program overall.

Apply Missouri site coordinator survey

When your Apply Missouri activities are finished, please complete the Apply Missouri site coordinator survey online, available at <https://surveys.mo.gov/index.php/966878>. The site coordinator survey will ask you for final numbers of participating seniors and applications submitted. It will also gather feedback to help improve the Apply Missouri program going forward. Most of the survey questions are optional, and will only take a few minutes to complete.

Data for aggregated statistical purposes only — The Student Survey and the Admissions Application Sign-in Sheet template gather student names and dates of birth. This data is being gathered only for aggregated, general statistical purposes. No student personal data will be shared in any way. Missouri's goal is to match students participating in Apply Missouri against students completing the 2020–2021 FAFSA and later against national college enrollment databases. We are planning to analyze the percentage of students participating in Apply Missouri who go on to enroll in college, persist in college and ultimately complete a postsecondary credential.

Promoting your Apply Missouri events/activities

Site coordinator checklist

- ☐ Order free promotional items and materials from the Missouri Department of Higher Education.
- ☐ Display/distribute promotional items at least one week prior to your event.
- ☐ Be sure to include target populations when distributing promotional items:
 - First-generation college students
 - Foster and homeless youth
 - Low income
 - Students historically underrepresented in postsecondary education
- ☐ Verify all Apply Missouri planned activities are listed on the school calendar.
- ☐ Request Apply Missouri activities be added to school announcements and social media posts, as well as your school's outdoor sign.
- ☐ Promote Apply Missouri by using media classes to create ads for local or school radio, television and newspapers.
- ☐ Schedule phone blast and/or text message reminders and social media posts.
- ☐ Identify and contact community organizations, local colleges, and individuals to gain community support. A sample letter to community organizations and a letter to students and families are available on pages 53-54.

Ordering free promotional items and materials

Order all of your free promotional items and materials three to four weeks prior to your Apply Missouri event. To order, visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>. Select "Site Coordinator — Journey to College" from the "Tell us who you are" drop-down list.

Promotional items and materials

A variety of materials are available to help you promote your Apply Missouri activities and events. Items available for Apply Missouri 2019 events include:

Screen saver (page 55) — A great way to advertise your Apply Missouri event directly to students is by using a screen saver in your school's computer lab. Ask teachers throughout your school to use the screen saver in their classrooms where students typically have access to computers. Ask for it to be displayed as a rotating image on any screens, in hallways, the cafeteria, front offices or other high traffic areas.

Flier (pages 56–57) — Electronic fliers are designed to fit an 8.5 x 11 inch-paper and are available in color or black and white. Site coordinators are responsible for printing their own copies or distributing them electronically. The flier includes a blank area where you can add your site information.

Journey to College 3-step poster (page 58) — The full-color poster measures 11 x 17 inches and promotes all three Journey to College programs on one side. There is a blank area next to each program where you can add your site information for your event(s). The other side of this poster promotes FAFSA Frenzy only.

Journey to College 3-step leaflet (page 59) — This full-color leaflet measures 3.67 inches x 8.5 inches and covers the three main steps involved in preparing for college: applying to college, completing the FAFSA, and celebrating final decisions. Leaflets will fit in a business-sized envelope.

Journey to College 3-step banner (page 60) — This indoor/outdoor vinyl banner measures 6 x 3 feet and should be hung in a cafeteria, main entrance or other heavily trafficked area. It can also be used for your kick-off assembly or for other promotional purposes. Sites are limited to one banner, based on availability.

College Portfolio — The portfolio is designed specifically for students to help them keep their college preparation and financial aid documents organized. Each senior should receive one of these before Apply Missouri activities begin. Because the portfolio may contain personal identifying information, advise students to keep it private. You may wish to distribute the portfolios during your Apply Missouri kick-off. View online at <https://dhe.mo.gov/documents/CollegePortfolio.Folder.2019-Finalproof.pdf>

Journey to College

Apply Missouri

Planning for Financial Success — This budget resource provides students with tips about financial literacy and money management to help guide them through the year as well as includes monthly and weekly budget worksheets. This would be a helpful piece to hand out to students during a financial planning/college costs activity. View online at <https://dhe.mo.gov/documents/Budget.brochure.Aug2019.pdf>

The Missouri Source — This publication provides students with information about planning and paying for college including details about federal and state grants, scholarships, and loans. View online at <https://dhe.mo.gov/publications.php>

Journey to College senior year magnet — Help keep seniors on track throughout their senior year using the monthly calendar tasks for applying to and planning for college. View online at <https://dhe.mo.gov/documents/Magnet.2019.pdf>.

Smiley-faced mood stress balls — Order a color changing assortment of smiley-faced stress balls for distributing as promotional items prior to your event or as prizes for college-related trivia or other activities.

Building public support

Public support can be important to a successful Journey to College program. Use the following resources to help communicate with the media and potential community supporters about your upcoming activities. Pages 49–54 provide links to templates you can fill out and print.

Media talking points (page 48) — Use media talking points to highlight important facts about the Apply Missouri program and your events/activities in particular.

News release (pages 49–50) — To garner more support for your event/activities, consider sending news releases to your local newspaper, TV or radio stations. You may even want to write a letter to the editor, asking for support and explaining the importance of the program.

Public service announcement (page 51) — This sample can be used on local or campus radio and television stations to promote your event. It is recommended that you begin using the PSA at least a week or two prior to your Apply Missouri event/activities. Contact radio and television station managers to request an on-air spot for your Apply Missouri PSA.

Social media posts (page 52) — Use your school's social media sites to help spread the word to students, parents and the community about your Apply Missouri events/activities through Facebook and Twitter posts.

Sample letters to families and community groups (pages 53–54) — Ask parents to get on board with Apply Missouri by sending a letter explaining the program and the activities/events that will take place to help students apply to college. Consider asking community groups and organizations to help support your school in creating a college-going culture also by mailing a letter.

Promotional materials

This section contains:

- ☐ Media talking points
- ☐ News release template
- ☐ Sample letter to the editor
- ☐ Public service announcement template
- ☐ Sample social media posts
- ☐ Sample letter to students and parents
- ☐ Community/civic group letter template
- ☐ Apply Missouri screen saver
- ☐ Apply Missouri color flier
- ☐ Apply Missouri black-and-white flier
- ☐ Journey to College 3-step poster
- ☐ Journey to College 3-step leaflet
- ☐ Journey to College 3-step banner

Media talking points

- Apply Missouri provides high school seniors with free help to complete the college application process.
- The purpose of Apply Missouri is to encourage students to consider a variety of higher education options, find the “best fit” for them, and submit an application to one or more postsecondary schools.
- All Missouri high schools are invited to host Apply Missouri activities during September and October.
- Increasing access to college is an important part of Missouri’s goal to increase the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2020, nearly 66 percent of all jobs in Missouri will require a postsecondary degree or certificate. For more information, visit <http://dhe.mo.gov/initiatives/MissourisBigGoal.php>.
- Apply Missouri is part of The American College Application Campaign, which began in 2005 in North Carolina and was modeled after FAFSA completion programs such as the FAFSA Frenzy program in Missouri. All 50 states now participate in the American College Application Campaign.
- The Missouri Department of Higher Education initiated a college application program in October 2013 with assistance from the Missouri College Advising Corps. Twenty-six Missouri high schools participated during the pilot year. Cumulatively since then Missouri has had 421 Apply Missouri high school sites with more than 66,000 seniors participating in Apply Missouri activities.
- 85.6% of seniors participating in Apply Missouri during the 2018-19 submitted at least one college admissions application.
- Apply Missouri is the first of three Journey to College programs designed to help students plan and pay for college. The others are FAFSA Frenzy and Decision Day.

News release template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/newsreleasetemplate.pdf>

FOR IMMEDIATE RELEASE

Date _____

CONTACT

Name _____

Phone _____

Email _____

_____ High School set to host Apply Missouri activities

_____ High School is participating in a state program that aims to help more students attend college.

Apply Missouri activities will be held _____ at _____ High School.

Schools participating in Apply Missouri provide time and resources during the school day to assist seniors with the college application process.

The program, sponsored by the Missouri Department of Higher Education, focuses on providing assistance to all students, especially those who would be the first in their family to attend college, low-income students and others who may be unfamiliar with the college application process.

Eighty-five percent of participating seniors from 2018-19 indicated submitting at least one admissions application during Apply Missouri.

Increasing access to college is an important part of Missouri's goal to raise the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2020 nearly 66 percent of all jobs in Missouri will require a postsecondary degree or certificate.

For more information about Apply Missouri, contact _____.

Sample letter to the editor

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/lettertoeditor.pdf>

Dear Editor,

As students begin their senior year of high school, they will be making many decisions about their future, including whether or not they will continue their education.

_____ High School will be participating in Apply Missouri, a statewide program to help students apply to college. By 2020 approximately 66 percent of jobs in Missouri will require some form of postsecondary education. Our goal is to help seniors find their best fit for higher education and make plans to attend a career or technical school, community college or four-year university or enter the military.

Completing college admissions applications can be a challenging process. Our goal is to help all students with admissions essays, college comparisons, and other aspects of the application process.

Events will be held during the school day to ensure all seniors have an opportunity to receive the help they need.

We invite the community to join us in supporting our students as they make important plans for the future.

Thank you!

Sincerely,

Public service announcement template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/publicserviceannouncement.pdf>

This fall, _____ High School will participate in Apply Missouri 2019 to help high school seniors with the college application process.

Students will learn more about higher education opportunities, decide what type of school is the best fit for them, and submit an application to one or more schools for admission.

Apply Missouri 2019 can help students plan for their future and take that first big step toward college.

For more information about Apply Missouri 2019, go to journey - to - college - dot - mo - dot - gov. That's journey - to - college - dot - mo - dot - gov.

Sample social media posts

Social media posts should engage students and encourage them to participate in the conversation. Open-ended questions and asking for opinions are good ways to initiate dialogue.

If you plan to link any of the resources found at <https://journeytocollege.mo.gov/apply-missouri/>, consider using social media management software to shorten the links so they fit better in your social media post.

Use the following pre-selected hashtags: #ApplyMO, #IApplied and #Classof2020

Facebook/Instagram — Post at least three times a week leading up to your event. Use Facebook and Instagram to get students excited about Apply Missouri activities and as a reminder of items they may need to bring with them in order to complete college applications. If your school has hosted Apply Missouri events in the past, you may consider pairing photos from those events with new posts in order to attract more attention. Utilize the “stories” sections to create short videos with information about your upcoming activities or to document the event for your followers.

Twitter — With a limit of only 280 characters per post, relaying information via Twitter has to be short and to the point. Twitter moves much faster than Facebook and Instagram, so more tweets may be necessary in order for them to be seen.

Sample social media posts include:

- Seniors! #ApplyMO is just around the corner. What schools are you interested in attending?
- College is more important today than ever before. Let us help you find your best fit during #ApplyMO events!
- Tell us what careers you’re interested in! Chances are you’ll need some form of college to get there. #ApplyMO
- Have you worked on your admissions essay yet? Tell us your story with #ApplyMO and #IApplied.
- Don’t forget to complete the admissions application worksheet before you start submitting applications. #ApplyMO
- Reminder: Bring your ACT and/or SAT scores, class rank, GPA and two references. #ApplyMO.
- Everyone likes options! Apply to more than one college now, choose later. #ApplyMO #Classof2020
- Use the college fit worksheet to compare multiple schools. #ApplyMO
- What are you looking for in a college? Tell us what’s important to you! #ApplyMO
- Make sure the colleges you’re applying to offer the degrees you want! #ApplyMO
- How many college applications did you fill out? Let us know with #ApplyMO and #IApplied!
- Congratulations! You’ve taken the first big step toward earning a college degree! #IApplied #ApplyMO #Classof2020

Sample letter to students and families

► Fill out and print on your letterhead:

<https://dhe.mo.gov/ppc/documents/lettertostudents.pdf>

Dear students and families,

This fall, _____ High School will be participating in Apply Missouri 2019, sponsored by the Missouri Department of Higher Education. All seniors expecting to graduate in 2019 will have an opportunity to submit an application for admission to one or more colleges or universities, if they have not already done so. The event will be held _____ (date or dates of event).

The purpose of Apply Missouri 2019 is to provide students with information about higher education and the college application process. Information about completing the Free Application for Federal Student Aid (FAFSA) also will be available during the event.

Prior to the event, seniors will be encouraged to fill out a “college fit” worksheet (found in their Student Resource Manual) to help them determine what type of higher education might be the best choice for them. Seniors should also complete the student admissions application worksheet. Having the completed worksheets available at the Apply Missouri event will allow students to quickly and easily complete college applications. We anticipate that students and their families will work together to complete the worksheet.

Please be aware most colleges require a fee when an application is submitted. Many colleges will require some form of electronic payment with an online application. Visit with your school counselor if you have questions about qualifying for a fee waiver.

Families are welcome to visit _____ High School to help their son or daughter during the application process. Family members can also volunteer to assist with the event, signing in students, helping students complete college applications or distributing information about financial aid opportunities.

If you have any questions about Apply Missouri 2019 or you would like to volunteer during the event, please contact _____ (name, phone number and/or email address). Thank you in advance for supporting this exciting program to help students learn more about the higher education opportunities available to them.

Sincerely,

_____(Name of site coordinator)

_____(Title)

Community/civic group letter template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/communityletter.pdf>

Dear_____:

On behalf of_____High School, I am writing to inform you about local 2019 Apply Missouri events and activities, and to request your support in one or more of the following ways:

- Raffle and door prize items, especially college-related items
- Snacks for up to_____students expected to participate in at least one Apply Missouri activity
- Sponsorship of specific activities: _____
- Volunteer participation

Apply Missouri makes applying for college easier by providing students with free help filling out college admissions applications and completing other college preparation tasks. Our local Apply Missouri events will be held_____through_____at_____High School. All high school seniors attending_____High School are encouraged to participate in at least one of the following activities:

- _____activity on_____date/time
- _____activity on_____date/time
- _____activity on_____date/time

In exchange for your contribution, your business logo and name will be displayed at the 2019 Apply Missouri events (e.g., in the hallways and classrooms of_____High School). Your organization or company will also be invited to place special offers (e.g., coupons, fliers, etc.) in the Welcome Packets, which will be given to each student during our school's Apply Missouri kick-off assembly. Additionally, your contributions will be recognized in the_____High School newsletter and website, through the school's social media feeds, and with a Certificate of Appreciation for you to display in your place of business.

The Missouri Department of Higher Education and the Missouri College Advising Corps piloted the Apply Missouri program at 26 high schools across the state during October 2013. The program is now open to all Missouri high schools. Apply Missouri is part of the American College Application Campaign, conducted in all 50 states.

The success of this program depends, in part, on support from our community. For more information, please visit www.dhe.mo.gov.

Sincerely,

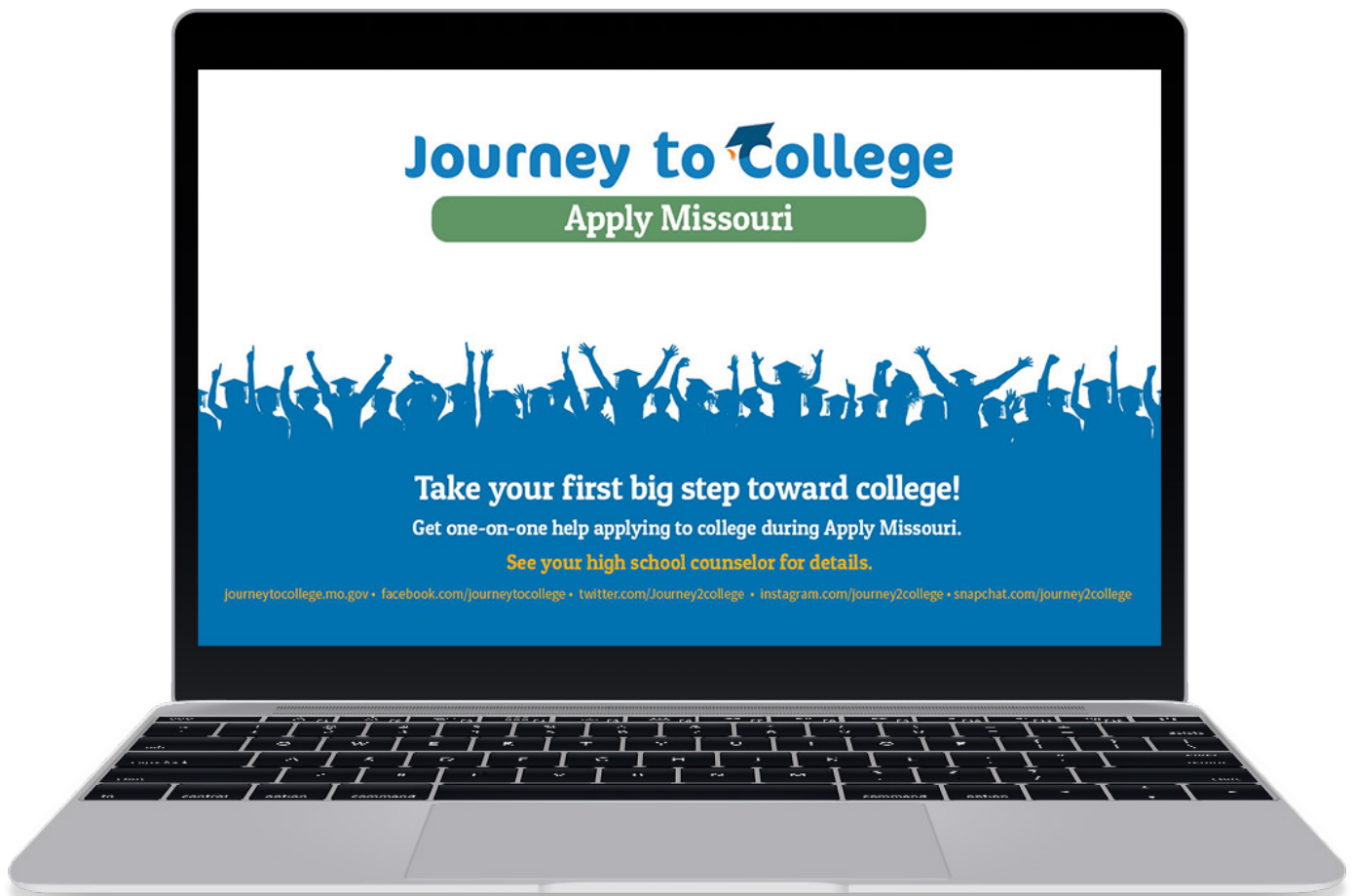
Journey to College

Apply Missouri

Apply Missouri screen saver

► Download your own:

<https://dhe.mo.gov/ppc/images/ApplyMissouriScreensaver.jpg>



Journey to College

Apply Missouri

Apply Missouri color flier

► Print your own:

<https://dhe.mo.gov/ppc/images/ApplyMOFlier.jpg>

Journey to College

Apply Missouri



Take the first big step toward college!

Get one-on-one help applying to college
during Apply Missouri.

See your high school counselor for details.

facebook.com/journeytocollege • twitter.com/Journey2college • instagram.com/ journey2college
journeytocollege.mo.gov/plan/apply/apply-missouri/



Journey to College

Apply Missouri

Apply Missouri black-and-white flier

► Print your own:

<https://dhe.mo.gov/ppc/images/ApplyMOFlierbw.jpg>

Journey to College

Apply Missouri



Take the first big step toward college!

**Get one-on-one help applying to college
during Apply Missouri.**

See your high school counselor for details.

facebook.com/journeytocollege • twitter.com/Journey2college • instagram.com/ journey2college
journeytocollege.mo.gov/plan/apply/apply-missouri/



Journey to College

Apply Missouri

Journey to College 3-step poster

All three programs, including Apply Missouri, highlighted on one side and FAFSA Frenzy only on the reverse

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey to College

APPLY

The best time to apply to college is the fall of your senior year. Apply Missouri can help you learn more about careers and higher education options and submit college applications. Finding the best fit for you will help you succeed in completing a degree or certificate.

Journey to College
Apply Missouri

FUND

Many students receive financial aid to help fund their education. The Free Application for Federal Student Aid (FAFSA) is required for most federal, state and college financial aid. FAFSA Frenzy provides free one-on-one assistance to help you complete the application.

Journey to College
FAFSA Frenzy

DECIDE

It is important to finalize and follow through on your plans for the future. Celebrate your decision to continue your education, begin a career, or enter the military during Decision Day. If you haven't made plans yet, now is the time!

Journey to College
Decision Day



facebook.com/journeytocollege



instagram.com/journey2college



twitter.com/Journey2College



> Take a photo to follow us on Snapchat using this snapcode.

Journey to College

Apply Missouri

Journey to College 3-step leaflet

Features all three Journey to College Programs: Apply Missouri, FAFSA Frenzy, and Decision Day

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>



MISSOURI DEPARTMENT OF HIGHER EDUCATION

Realize your potential.

Three steps can put you on a path toward earning a college degree or certificate.

STEP 1

Apply

The best time to apply to college is the fall of your senior year. Think about the kind of degree you want to earn and the type of school you need to attend.

Apply Missouri

Many high schools host Apply Missouri events in September and October to provide time during the school day to submit applications to colleges you are interested in attending.

Things to bring:

- A completed Student Admissions Application Worksheet.
- A USB drive with essays or personal statements you have written.
- Credit card information to pay college application fees (or request a fee waiver from your school counselor).

For more information, including the Application Worksheet, visit dhe.mo.gov/ppc/students/applymissouriforstudents.php.

STEP 2

Fund

College costs can vary depending on the school you attend and the type of degree you are seeking. Many students receive financial aid to help fund their education.

Be sure to fill out the FAFSA — the Free Application for Federal Student Aid. The FAFSA is required for most federal, state and college financial aid, including grants, scholarships, work-study and student loans.

 [More](#) 

Seeking out other scholarships and part-time job opportunities also can help with college costs.

FAFSA Frenzy

You can receive free help filling out the FAFSA at a FAFSA Frenzy event near you. Events are held at high schools, colleges and other locations in Missouri October through January.

Things to bring:

- Social Security Number or alien registration number or permanent resident card.
- Student and parent federal income tax forms and W-2 forms from the prior year (2015 information for the 2017–18 FAFSA). Students classified as independent do not need parent information (see StudentAid.gov/dependency).
- Current bank statements and investment records.
- FSAID — students and parents should get their FSAID at FSAID.ed.gov before attending a FAFSA Frenzy event.

For more information about filling out the FAFSA, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

STEP 3

Decide

Choosing a college that is the best fit for you will help you succeed in earning a degree. Once you have been admitted, you are ready to enroll in classes, finalize funding, and arrange for housing and transportation.


Be sure to meet all deadlines set by your college so you are ready to go when the semester begins.

Decision Day

Many high schools throughout Missouri host Decision Day events on or near May 1 to celebrate seniors' plans for higher education or military service.

If you have not applied to college by the end of your senior year, it is not too late. Talk with your high school counselor about opportunities that are still available.


For more information about finalizing your college decisions, visit dhe.mo.gov/ppc/students/decisiondayforstudents.php.


Missouri Department of Higher Education
Building Missouri's future by degrees

LEARN MORE

Find more information about planning and paying for college at dhe.mo.gov/ppc/studentsparents.php.

Follow @Journey2College on Twitter and Facebook (JourneytoCollege) for college planning and student financial aid information. dhe.mo.gov • info@dhe.mo.gov



Journey to College

Apply Missouri




Journey to College 3-step banner


► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

APPLY	FUND	DECIDE
Journey to College	Journey to College	Journey to College
Apply Missouri	FAFSA Frenzy	Decision Day

Get help navigating your journey to college!
See your counselor for details.

 facebook.com/journeytocollege
 instagram.com/journeytocollege
 twitter.com/Journey2College

 > Take a photo to follow us on Snapchat using this snapcode.

Site Coordinator Resource Manual

FAFSA Frenzy

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Helping Missouri students apply for financial aid

Thinking about how to pay for college can be overwhelming, especially for low-income students, students who would be the first in their family to attend college and others who are underrepresented in higher education.

Helping students navigate the financial aid process can help them get to college and complete a degree.

FAFSA Frenzy is designed to help students secure financial aid. Community organizations, high schools and colleges in Missouri are invited to participate in the program.

Purpose and expectations

The purpose of FAFSA Frenzy is to help students complete the Free Application for Federal Student Aid. The FAFSA is the primary form used by federal, state and institutional financial assistance programs in determining a student's eligibility for grants, scholarships, work-study and loans.

The 2020–2021 FAFSA is scheduled to be available Oct. 1, 2019. Participating schools and organizations can plan activities any time October through January.

Participating schools are asked to:

- Register to host FAFSA Frenzy activities
- Provide a computer lab for participants to complete the FAFSA

- Recruit and manage volunteers in your area to ensure adequate staffing for your event
- Return completed sign-in sheets, and any paper student surveys within three days following your event to the Missouri Department of Higher Education.

FAFSA Frenzy helps thousands of students complete the FAFSA each year. The program is in its 17th year, and has helped more than 25,000 students complete the FAFSA.

FAFSA Frenzy is a part of national completion efforts headed up by the National College Access Network.

Planning your school-based FAFSA Frenzy activities/or event

School-based site coordinator checklist

- ☐ Whether you are hosting a FAFSA informational presentation (FAFSA night) or conducting one-on-one or small group meetings, add activities to school calendar and/or announcements and reserve facility space and needed technology for the event/activities.
- ☐ Have copies of the Student Resource Manual to give to participating students or provide them with the online information to access the manual on their electronic devices.
- ☐ Post printed sign-in sheet (page 70) so students may sign-in upon meeting with you.
- ☐ Have printed student surveys available for students to complete before leaving or provide the link to the electronic version of the student survey (<https://surveys.mo.gov/index.php/923839>).
- ☐ Have appropriate supplies on hand, such as pens and the paper version of FAFSA.
- ☐ Make sure your site is appropriately arranged with adequate seating and work space.
- ☐ Make sure computers have the FAFSA and FSA ID websites saved as favorites for easy access.
- ☐ Remind students to complete the student survey and scholarship application.
- ☐ Complete the FAFSA Frenzy Site Coordinator Survey. Mail completed sign-in sheets and paper student surveys to: Journey to College team, MDHE, P.O. Box 1469, Jefferson City, MO 65102-1469 before Feb. 8, 2020.

School-based FAFSA Frenzy activities without a specific date for high schools —

If you are planning a school-based FAFSA Frenzy where you meet with your students individually or in a group setting before Jan. 31, 2020, you do not need to indicate an activity/event date on your registration. You are encouraged to hand out promotional items, publications and

Student Resource Manuals before or during meeting with your students. The information contained in the publications and manual are vital in the preparation of FAFSA completion.

In order for your individual or group meetings to be considered a FAFSA Frenzy, students should sign the FAFSA Frenzy

Journey to College

FAFSA Frenzy

sign-in sheet upon meeting with you. They should also complete the FAFSA Frenzy student survey and apply for the FAFSA Frenzy scholarship drawing before leaving. Site coordinators should send completed sign-in sheets, and any paper student surveys to the Journey to College team and complete the online site coordinator survey by Feb. 8 2020.

If there is a presentation, presenters will direct families to the computer lab where volunteers will be waiting to provide assistance. Volunteers should ask students and their parents to create an FSA ID before beginning the FAFSA if they have not already done so.

When families submit their applications, be sure to remind them of these next steps:

- Keep their FSA ID confidential
- Review their Student Aid Report and make corrections as needed

It is important to remember that even though your activities and/or events can stand alone as the brand name FAFSA Frenzy, they also do not have to be specifically named “FAFSA Frenzy”. MDHE supports and encourages creativity to help better engage the entire student body, faculty and staff to make the Journey to College programs an enjoyable experience for all.

FAFSA Frenzy Floats — Utilize the free promotional FAFSA Frenzy mood cups to make root beer floats to celebrate students filing the FAFSA!

FAFSA Frenzy Fright Night — The possibilities are endless when you incorporate Halloween as a fun theme for your FAFSA Frenzy event! Candy, ghostly decorations, pumpkins - or pumpkin spiced lattes, and more!

Go! Fight! FAFSA for the win! — School spirit is one of the best ways to get students, teachers, and parents involved and excited about filing the FAFSA. You could even host a FAFSA Frenzy the week before you kick off your school’s homecoming or court-warming spirit week.

Utilizing holidays, seasons, major sporting events and school spirit will help make your activities and/or events fun and relatable to the students:

- Homecoming
- Halloween
- Christmas
- Court-warming
- New Year’s
- President’s Day
- Martin Luther King, Jr. Day
- School Mascot/School Pride/Spirit
- FFA Week
- Seasons – Fall, Winter
- Student Birthdays

MDHE would love to receive feedback and pictures from each site coordinator on the creative activities and/or events they hosted.

Planning your community-based FAFSA Frenzy activity/event

Community-based site coordinator checklist

- ☐ Utilize your planning team to encourage teachers, staff and the community to get involved.
- ☐ Ensure adequate number of volunteers for your activity.
- ☐ Add activity/event to school calendar.
- ☐ Reserve any needed facility space.
- ☐ Develop a schedule for your event using examples on page 70.
- ☐ Understand inclement weather procedures on page 67.
- ☐ Have copies of the Student Resource Manual to give to participating students as they enter the activities or provide them with the online information to access the manual on their electronic devices.

Activity/event day checklist: set-up

- ☐ Print sign-in sheets (page 70), and directional signs (page 103).
- ☐ Arrive at the site at least one hour before your activity is scheduled to begin. If you plan to train your volunteers the day of your event, give yourself extra time before your volunteers arrive.
- ☐ Have appropriate supplies on hand, such as nametags, pens and copies of the FAFSA paper version.
- ☐ Put up directional signs and banners. This may include signs for inside and/or outside your location.
- ☐ Make sure all appropriate lights are on and doors are unlocked. Don't forget about the restrooms.
- ☐ Make sure space reserved for the site is appropriately arranged with tables and chairs.
- ☐ Address any building issues with security or janitorial staff prior to your activity date.
- ☐ Make sure at least one of the entrances to your activity is accessible for people with disabilities.

Journey to College

FAFSA Frenzy

- ☐ If you decide to conduct a formal presentation, discuss with your presenter the presentation that will be used. .
- ☐ If applicable, make sure a projector, computer and sound system are connected and working.
- ☐ Set up registration tables, complete with sign-in sheets and student surveys, if using paper surveys.
- ☐ Turn on and connect all computers to the Internet, ensuring the *fafsa.gov* website is loaded on each computer. Open the FSA ID website and ask attendees to complete this before proceeding with the FAFSA, if they have not already done so.
- ☐ Have at least one volunteer at the registration table during the entire event/activity.
- ☐ Have crayons and coloring books, puzzles, etc., for younger children who may be in attendance.
- ☐ Make sure you have work space available for any family who would like to complete a paper FAFSA, which can be printed at <https://fafsa.gov/options.htm>.
- ☐ Be prepared to answer any questions attendees may have.
- ☐ Make sure students have their FSA ID username and password before they begin filing the FAFSA online.
- ☐ Go over how to use the IRS Data Retrieval Tool. Use the Student Resource Manual for helpful handouts.
- ☐ Remind students to complete the student survey and apply for the FAFSA Frenzy scholarship. Be sure to collect any paper surveys from attendees before they leave your activity.
- ☐ Thank students and parents for attending FAFSA Frenzy and remind them about what to expect next. Students should receive their Student Aid Report or SAR within a few days and may start receiving award letters or verification documents within a few weeks or months. Missouri postsecondary institutions may issue college financing offers for the 2020–21 academic year for most students between December 2019 and June 2020.
- ☐ View the online resource “Completing the FAFSA” at <https://studentaid.ed.gov/sa/sites/default/files/2019-20-completing-fafsa.pdf> for additional help.

Activity/event day checklist: wrap-up

- ☐ Thank building administrators for providing the space to host your FAFSA Frenzy event/activity.
- ☐ Complete the online FAFSA Frenzy site coordinator survey.
- ☐ Mail completed sign-in sheets, and any paper student surveys the day after your activities to: Journey to College Team, Missouri Department of Higher Education, P.O. Box 1469, Jefferson City, MO 65102-1469.
- ☐ Send certificates of appreciation and/or thank-you letters (pages 79–80) to volunteers, businesses and organizations that supported your local event.

Inclement weather procedure

For any FAFSA Frenzy events/activities scheduled for winter months, inclement weather may force you to postpone. If inclement weather occurs in your area the day of your FAFSA Frenzy activities, you will be responsible for notifying the Missouri Department of Higher Education and local media outlets of your event change. The Missouri Department of Higher Education will make every effort to update its website with your rescheduled dates. You will also need to contact your volunteers to make sure they know the activities will take place on an inclement weather date. Volunteers should have provided their “day-of” telephone number on the FAFSA Frenzy volunteer registration.

Additional resources

For additional day-of assistance, use the resources below to help you and your FAFSA Frenzy volunteers when difficult questions arise.

FAFSA on the web — live help
fafsa.gov

U.S. Department of Education
800-4-FED-AID or 800-433-3243 (toll-free)

U.S. Department of Education TTY users
800-730-8913

▶ Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/FFSignInSheet.pdf>

[illegible]

Activity/event day schedules

There are numerous ways you can structure a FAFSA Frenzy event or activity. Some locations will have activities during the school day while other locations may host an activity or event on a week night or weekend. Depending on the activity or event, classrooms, computer labs, the library or gym may be utilized to accommodate accordingly. No matter what schedule you decide is right for your event, be sure to keep these factors in mind:

- The anticipated number of FAFSA filers
- The number of computers and rooms available for use
- The number of volunteers and their financial aid expertise

See the sample schedules to help structure your activity/event, based on multiple or single presenters, school-based or public activities/events. Modify the sample schedule or create your own to meet your site's needs.

Sample schedule

Noon — Site coordinator(s) arrive, place signage both indoors and out; turn on hallway, classroom, and computer lab and restroom lights. Set up tables and any required technical equipment.

1 p.m. — Volunteers arrive and training begins. Go over roles and assignments and show volunteers the presentation FAFSA filers will view during the event, if you choose to have a presenter to begin your FAFSA Frenzy.

1:30 p.m. — Volunteers should report to their designated stations. Computers should be turned on with the following websites pulled up: <https://studentaid.ed.gov/sa/fafsa> and <https://fsaid.ed.gov/npas/index.htm>. Note: families may start arriving 20–30 minutes early. Remind volunteers it's important to focus on students signing in.

2–3:30 p.m. — FAFSA Frenzy begins! After the presentation, if available, the presenter should direct families to the computer lab where volunteers will be waiting to provide assistance. Volunteers should ask students and their parents to create an FSA ID before beginning the FAFSA, if they do not already have one. When families submit their applications, be sure to remind them of these next steps:

- Keep their FSA ID confidential
 - Review their Student Aid Report as soon as possible and make corrections as needed.
- Upon FAFSA completion, remind students to apply for the online FAFSA Frenzy scholarship.

4 p.m. — Help remaining families finish their FAFSA. Turn off computers, put away technical equipment and tidy up rooms. Take down signage and gather sign-in sheets and scholarship forms.

4:15 p.m. — Do one last check of each room before turning off the lights and locking the doors. Prepare your forms to be sent to the Missouri Department of Higher Education and Workforce Development and Workforce Development and celebrate a successful event!

Recruiting and managing volunteers

Site coordinator checklist

- ☐ Recruit volunteers in your area to ensure adequate staffing for your event. Volunteers do not have to be financial aid experts, but familiarity with the FAFSA would be helpful.
- ☐ Ask interested volunteers to complete the FAFSA Frenzy volunteer registration online at <https://surveys.mo.gov/index.php/638976>. All volunteers need to complete the application so an accurate count and contact list can be created.
- ☐ Beginning in the fall, the Missouri Department of Higher Education will periodically send you a list of volunteers that completed the online FAFSA Frenzy volunteer registration. Reach out to volunteers registered for your site to confirm their participation and assigned role.
- ☐ Notify your volunteers about any FAFSA training opportunities. The Missouri Department of Higher Education will communicate training opportunities to site coordinators as it learns of them.
- ☐ Discuss the format and timeline of your activities with all volunteers.
- ☐ Make sure your FAFSA Frenzy volunteers understand their assigned roles. Remember, some volunteers will not be financial aid experts and will need an assignment that best suits their abilities, such as staffing a registration/welcome table or providing child care assistance. Provide name tags for your volunteers. Don't forget to wear one yourself.
- ☐ Volunteers should wear their FAFSA Frenzy T-shirts, and refrain from wearing clothing which promotes any specific postsecondary institution or business. Clothing branded by unbiased sponsoring organizations or associations, such as the Missouri Association of Student Financial Aid Personnel, is acceptable.

Continued on next page

- ☐ Plan to meet with your volunteers at least one hour before the activity or event. This will give you time to distribute volunteer nametags, give instructions and have volunteers at their stations before families arrive.
- ☐ Ask one or more of your volunteers to arrive early and stay after to assist with set up and clean up.
- ☐ Be sure to provide volunteers with your activity/event-day phone number, in case they need last minute directions or have other concerns.
- ☐ If you anticipate non-English speaking attendees, you may need a volunteer interpreter, such as a local Spanish teacher.
- ☐ The best thing you can do as a site coordinator is to make sure your volunteers are prepared.
- ☐ In the event of inclement weather, contact your volunteers to confirm whether your event will proceed as planned or be rescheduled. Volunteers should have provided their “day-of” phone number when completing the FAFSA Frenzy Volunteer Application.

Best practices for collaboration

Working with financial aid officers

- ☐ Schedule an appointment with a local financial aid office to discuss your vision for FAFSA Frenzy and possible partnership opportunities.
- ☐ Share any critical needs of college-bound students that are not currently being met.
- ☐ Ask for feedback and suggestions based on the financial aid officers’ experience with common FAFSA mistakes, the newest verification processes or issues at their institution.
- ☐ Look for opportunities to showcase FAFSA Frenzy tools and resources.
- ☐ Encourage financial aid officers to serve as FAFSA Frenzy volunteers.
- ☐ Discuss opportunities to promote/advertise FAFSA Frenzy activities (e.g., Facebook, Twitter, school-wide emails, school organizations, etc.).
- ☐ Maintain a direct line of communication with all local financial aid officers.

Best practices for collaboration *continued*

Working with high school counselors

- ☐ Use the Missouri Department of Elementary and Secondary Education's website (<http://dese.mo.gov/school-directory>) to access a list of public school districts in your area. Make contact with the lead counselor, college/career counselor, A+ coordinator or homeless youth liaison at each high school. More information can be found at <http://dese.mo.gov>.
- ☐ Identify and contact private or parochial high schools in your area.
- ☐ Schedule an appointment with local counselors to discuss your vision for FAFSA Frenzy activities and possible opportunities to collaborate.
- ☐ Ask counselors to share any critical needs of their high school seniors that may cause barriers or problems to accessing postsecondary education. Share any common financial aid mistakes made by new students.
- ☐ Ask for feedback and suggestions.
- ☐ Look for opportunities to showcase FAFSA Frenzy tools and resources.
- ☐ Encourage high school counselors to serve as FAFSA Frenzy volunteers.
- ☐ Discuss opportunities to promote/advertise FAFSA Frenzy activities/events (e.g., grade reports, e-newsletters, school website, college fairs, parent/teacher organizations, school assemblies, sporting events, school text messages to subscribed parents, etc.).
- ☐ Maintain a direct line of communication with all local counselors.

Volunteer assignments

Volunteers are key to each FAFSA Frenzy's success. Use some, or all of these suggestions, with volunteers filling one or more roles. A volunteer assignment chart can be found on page 76. This chart can assist you in assigning appropriate roles for your volunteers. It can also help volunteers in knowing everyone's assigned roles, if assistance is needed.

Promotion assistants — put up signage and help spread the word.

Set-up crew — turn on computers and bring up the <https://fafsa.gov> website, set up tables and instruction video.

Greeters — welcome guests and point them in the right direction.

Check-in and check-out table attendants — assist students and parents as they sign in.

FAFSA assistants — make sure families are on the correct website and field basic filing or <https://fafsa.gov> navigation questions.

Presenter or facilitator — give a brief overview of the process.

Financial aid experts — answer in-depth or uncommon questions about the FAFSA.

Runners — be available to get additional supplies like pencils, pens, forms, etc., as needed.

Survey and scholarship application assistant — assist students and parents as they complete their survey and scholarship application. Direct them to the exit.

Clean-up crew — help shut down computers, collect trash, take down signs and put away tables and supplies, as needed.

Refreshment table — keep the refreshment table clean and stocked.

Translators — provide help to non-English speaking students and parents as needed.

Childcare providers — have puzzles, books, and games available for younger children who may not want to stay with their family during the session.

FAFSA Frenzy volunteer sign-up

This worksheet should be used to help site coordinators gain volunteers. Once a potential volunteer has completed this worksheet, the site coordinator should use the information to formally register the volunteer online if indicated.

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/FFvolunteersignup.pdf>

FAFSA Frenzy location: _____
[DATE]

Volunteer Workers

Name _____ Phone number _____

Email _____

_____ I have already registered online

_____ I have not had an opportunity to register, but will volunteer to work. Please use the information I am providing on this form to submit my volunteer registration via <https://surveys.mo.gov/index.php/638976>.

Indicate your place of employment. _____

What is your title at work? _____

What is your daytime or work phone number? _____

What is the best phone number to reach you by on the event day? _____

How would you rate your FAFSA knowledge: ☐ Novice ☐ Familiar ☐ Advanced ☐ Expert

Unisex T-shirt size:

☐ Small ☐ Medium ☐ Large ☐ XL ☐ 2XL ☐ 3XL ☐ I do not want a shirt

_____ I am unable to make a commitment to volunteer at this time.

Volunteer assignment chart

► **Fill out and print your own:**

<https://dhe.mo.gov/ppc/documents/FFVolunteerAssignmentChart.pdf>

Assignment	Workers	Responsibilities/Expectations
Promotion assistant		Put up signage and help spread the word
Set-up crew		Turn on computers and bring up the <i>fafsa.gov</i> website, set up tables and instruction video
Greeters/welcoming crew		Welcome guests and point them in the right direction (ENTRANCE)
Check-in table attendant(s)		Assist students and parents as they sign in
FAFSA assistants (FAFSA WORKSHEET)		Help those students and parents who need to complete their FAFSA worksheets before moving on to the next station
FAFSA assistants (FSA ID)		Help those students and parents who do not have a FSA ID to register for one
FAFSA assistants (GENERAL)		Make sure families are on the correct website and field basic or <i>fafsa.gov</i> navigation questions
Financial aid experts		Answer in-depth or uncommon questions about the FAFSA
Presenter or facilitator		Give a brief overview of the process
Survey and scholarship drawing assistant		Assist students and parents as they complete and their survey and scholarship application — direct them to exit
Childcare provider		Have puzzles, books, and games available for children who may not want to stay with their family during the session
Runners		Be available to get additional supplies like pencils, pens, forms, etc. (AS NEEDED)
Translators		Provide help to non-English speaking students and parents (AS NEEDED)
Refreshment table assistant		Keep the refreshment table clean and stocked (AS NEEDED)
Clean-up crew		Help shut down computers, collect trash, take down signs and put away tables and supplies

Letter to FAFSA Frenzy volunteers

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFvolunteerletter.pdf>

[DATE]

Dear [name of volunteer] _____

Thank you for offering your time and talents to help with [name of institution]'s FAFSA Frenzy. Important programs such as FAFSA Frenzy would not be possible without volunteers like you.

The following is important information about [name of institution]'s FAFSA Frenzy activity/event:

Date: _____ Time: _____ Location: _____ Directions: _____

Site Coordinator name: _____ Event-day phone number: _____

Your assigned role:

- _____ Promotion assistant: put up signage and help spread the word.
- _____ Set-up crew: turn on computers and bring up the fafsa.gov website, set up tables and instruction video.
- _____ Greeter: welcome guests and point them in the right direction.
- _____ Check-in table attendant: assist students and parents as they sign-in to the FAFSA Frenzy event.
- _____ FAFSA assistants (1): help students and parents who need to complete a FAFSA worksheet before moving on the next station.
- _____ FAFSA assistants (2): help students and parents register for an FSA ID.
- _____ FAFSA assistants (3): make sure families are on the correct website and field basic <https://fafsa.gov> questions.
- _____ Financial aid experts: answer in-depth or uncommon questions about the FAFSA.
- _____ Presenter or facilitator: give a brief overview of the FAFSA process.
- _____ Survey and scholarship application assistant: assist students and parents as they complete their survey and scholarship application.
- _____ Runners: be available to get additional supplies like pencils, pens, forms, etc., as needed.
- _____ Clean-up crew: help shut down computers, collect trash, take down signs and put away tables and supplies.
- _____ Translators: provide help to non-English speaking students and parents, as needed.
- _____ Refreshment table helpers: keep the refreshment table clean and stocked.
- _____ Childcare provider: have puzzles, books and games available to keep younger children occupied.

Time you should arrive: _____ Estimated time of departure: _____

Reminders: _____

Volunteers should refrain from wearing clothing which promotes any specific postsecondary institution or business.

Respectfully,

[Your name]

[Your title]

[Contact information]

Sample volunteer thank-you letter

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFvolunteerthankyou.pdf>

[SITE ADDRESS]

[DATE]

Dear [VOLUNTEER'S NAME],

On behalf of [NAME OF FAFSA FRENZY SITE] I would like to personally thank you for volunteering your time at our FAFSA Frenzy. This event could not have been possible without your help and the help of many others willing to donate their time.

During FAFSA Frenzy, we were able to help [number of filers] complete and submit their Free Application for Federal Student Aid. By offering this free assistance we were able to help students take the first big step in securing financial aid and even some scholarships.

[SUMMARIZE EVENTS OR INCLUDE ANY PRESS COVERAGE]

Once again, [SITE NAME] thanks you for your efforts and contribution of time at FAFSA Frenzy! We hope to see you next year!

Sincerely,

[YOUR NAME]

[YOUR TITLE]

[CONTACT INFORMATION]

Certificate of appreciation

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/FFCertofApprec.pdf>

Journey to College

FAFSA Frenzy

Certificate of Appreciation

is awarded to

on _____

for service to

_____’s FAFSA Frenzy 2019-20.

Presented by _____ .

Data management

Site coordinator checklist

- ☐ Require all participants to complete a FAFSA Frenzy student survey (<https://surveys.mo.gov/index.php/923839>) and FAFSA Frenzy scholarship application before they leave your FAFSA Frenzy event/activity.
- ☐ Complete the FAFSA Frenzy Site Coordinator survey online at <https://surveys.mo.gov/index.php/966878>.
- ☐ Email electronic copies or mail all sign-in sheets and any paper student surveys within three business days after your event/activities.

Goals and benchmarks

The Missouri Department of Higher Education will use this information to calculate your FAFSA Frenzy filing rates and help evaluate the effectiveness of the FAFSA Frenzy program.

FAFSA Frenzy sign-in sheet template

(page 68) — The Missouri Department of Higher Education has created a sign-in sheet template in Excel that you should use to help keep track of students participating in FAFSA Frenzy. When your FAFSA Frenzy events/activities are finished, please send completed sign-in sheets along with completed student surveys to the MDHE as follows:

- Electronic copies may be emailed to journeytocollege@dhe.mo.gov

- Paper copies may be mailed to Journey to College Outreach Team, Missouri Department of Higher Education, P.O. Box 1469, Jefferson City, MO 65102-1469.

FAFSA Frenzy Site Coordinator Survey

— When your FAFSA Frenzy event/activity is finished, please complete the FAFSA Frenzy Site Coordinator Survey online at <https://surveys.mo.gov/index.php/966878>. This survey will ask for your final number of participants and filers. It also will ask for feedback to help improve the FAFSA Frenzy program in the future.

FAFSA Frenzy Student Survey — Require all participants to complete the FAFSA Frenzy student survey before they leave

your event. Surveys are important not only for general feedback about the activities, but also for collection of demographic data, which can help you and the MDHE analyze the statistics of reached audiences. The printable version of the student survey can be found at <http://dhe.mo.gov/ppc/documents/FFstudent.survey.pdf> or students can fill the survey out online at <https://surveys.mo.gov/index.php/923839>.

Data purpose — The student survey and the sign-in sheet gather subject names and dates of birth. This data is gathered for aggregate, general statistical purposes only. No student personal data will be shared or used in any way outside of aggregated statistical purposes. Missouri's goal is to match students participating in any of the Journey to College programs against students completing the FAFSA and later against national college enrollment databases. We plan to analyze the percentage of students participating in Apply Missouri and FAFSA Frenzy who go on to enroll in college, persist in college and ultimately complete a postsecondary credential. This information is also utilized when tracking student records for distributing scholarship drawing funds.

Promoting your FAFSA Frenzy activity/event

Site coordinator checklist

- ☐ Order your free FAFSA Frenzy promotional items three to four weeks prior to your activity/event.
- ☐ Display/distribute promotional items.
- ☐ Be sure to include target populations when distributing promotional items:
 - Low income students
 - First-generation college students
 - Foster youth
 - Homeless youth
 - Students of ethnicities historically underrepresented in postsecondary education
- ☐ Verify all FAFSA Frenzy activities are listed on your school calendar.
- ☐ Request FAFSA Frenzy activities be added to school announcements, social media posts and indoor/outdoor signage.
- ☐ Promote your activities by using media classes to create ads for local or school radio, television and newspapers or to assist with social media campaigns.
- ☐ Schedule phone blasts and/or text message reminders.
- ☐ Identify and contact community organizations and individuals to gain community support. A sample letter to community organizations and a sponsorship letter are available on pages 94–95.

Free promotional items and materials

A variety of free materials are available to help you promote your FAFSA Frenzy activities. If you are ordering materials from the MDHE, make sure you have ordered your items and materials at least three to four weeks prior to your activities. This allows time for them to arrive early enough to give you ample time for promoting.

To order materials visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> and select “Site Coordinator — Journey to College” or, if you are only hosting FAFSA Frenzy, “Site Coordinator — FAFSA Frenzy” from the “Tell us who you are” drop-down list. Additional links and information can be found on pages 86-87, and 100-104.

Promotional materials should be distributed or displayed in prominent locations around your school building and community sites. Community sites to consider, include:

- Boys and Girls Club
- Local businesses
- City/county government offices
- Libraries
- On-campus residence halls
- Places of worship
- Restaurants and cafés with bulletin boards
- Missouri career centers
- Retail stores with bulletin boards
- Testing centers (e.g., ACT, SAT and high school equivalency testing)
- Youth organizations

Remember to obtain the necessary permission before placing promotional materials at businesses and community sites.

Free promotional items and materials include:

FAFSA Frenzy mood cups — Temperature-based color changing cups.



Color-changing #2 pencils — For site coordinators based at postsecondary institutions, the financial aid office and the TRIO office would be excellent locations to promote FAFSA Frenzy. Additionally, admissions representatives may be interested in promoting FAFSA Frenzy during Missouri recruitment visits or college fairs.

Screen saver (page 96) — One way to advertise your FAFSA Frenzy event directly to students is to use a screen saver. The screen saver can be used in your school's computer labs, library or other high traffic areas. Also, ask teachers throughout your school to use the screen saver in their classrooms where students typically have access to computers.

Flier (pages 97–98) — The flier measures 8.5 inches x 11 inches and is available in full color and black and white. Site coordinators are responsible for printing their own copies. The flier includes a blank area where you can add your site information.

Journey to College 3-step poster (page 99) — The full-color poster measures 11 x 17 inches and has FAFSA Frenzy on one side while promoting all three Journey to College programs on the other side: Apply Missouri, FAFSA Frenzy and Decision Day.

The poster includes a blank area where you can add your site and activity information. Be sure to include the following:

- Activity/event name if not solely using FAFSA Frenzy
- Activity/event date
- Site facility name
- Physical address
- Start and finish times
- Contact number

FAFSA Frenzy leaflet (page 100) — The leaflet measures 3.67 inches x 8.5 inches and is printed in English on one side and Spanish on the reverse side. Leaflets will fit into a business-sized envelope.

Journey to College

FAFSA Frenzy

Journey to College 3-step leaflet (page 101) — This full-color leaflet measures 3.67 inches x 8.5 inches and summarizes the three main steps involved in preparing for college: applying to college, completing the FAFSA, and celebrating final decisions. Leaflets will fit in a business-sized envelope.

Journey to College 3-step banner (page 102) — Indoor/outdoor vinyl banners are 6 feet x 3 feet and should be hung in a cafeteria, at a main entrance or another heavily trafficked area. The banner promotes all three Journey to College programs: Apply Missouri, FAFSA Frenzy and Decision Day. **HOWEVER**, If you are only hosting a FAFSA Frenzy activity, you may order a banner that only promotes FAFSA Frenzy.

Directional signage (page 103) — Indoor and outdoor signs (with left or right pointing arrows) are available to direct people to your FAFSA Frenzy location on the day of the activity. The outdoor yard sign with metal stake measures 24 inches x 18 inches. The printable indoor sign measures 11 inches x 8.5 inches.

The Missouri Source — This publication provides students with information about planning and paying for college including details about federal and state grants, scholarships, and loans. View online at <https://dhe.mo.gov/publications.php>.

Building public support

Public support can be helpful to a successful FAFSA Frenzy activity/event. Use the following resources to help communicate with the media and potential community supporters about your upcoming activities. Pages 90-95 provide links to templates you can fill out and print.

Media talking points (page 89) — Media talking points are provided for use in promoting your FAFSA Frenzy activities. You can use the media talking points to highlight important facts about the FAFSA Frenzy program to local reporters. The content closely mirrors the public service announcement in order to provide a consistent message about FAFSA Frenzy across all media outlets.

News release (page 90) — News releases are traditionally sent to local news editors, with the hope of obtaining media coverage. To give your release a better chance at getting placed in the paper or on the radio, contact the editor by phone, explain the program and ask for support. You may also consider writing a letter to the editor. A sample can be found on page 90. Establishing this professional relationship may increase the likelihood that your FAFSA Frenzy activities are assigned a local reporter. The more coverage you get, the more students and families your activities can reach. Use the news release template and be sure to fill in information regarding your activities within the fillable PDF before distributing it.

Journey to College

FAFSA Frenzy

Public service announcement (page 92) — The sample public service announcement should be read on local or campus radio and television stations to promote your activities. It is recommended that you begin using the PSA at least one month prior to your FAFSA Frenzy activities. Contact radio and television station managers to request an on-air spot for your FAFSA Frenzy PSA.

Social media posts (page 93) — Use your school's social media sites such as Facebook and Twitter to help spread the word to students, parents and the community about your FAFSA Frenzy events.

Community/civic group letter (page 94) — A sample community/civic group letter solicits help for your FAFSA Frenzy activities. It explains the importance of FAFSA Frenzy and the role community support has in ensuring a successful event. This type of letter may be sent to a variety of organizations, such as the local Boys and Girls Club, city/county governments, community action organizations, libraries, chambers of commerce, places of worship and youth organizations.

Sponsorship letter (page 95) — A sponsorship letter can be used to solicit help in sponsoring your FAFSA Frenzy activities. Local businesses or community groups may wish to contribute to your activities by providing snacks or prizes for those in attendance.

Certificate of appreciation (page 80) — Be sure to properly thank your sponsors by using the certificate of appreciation, which they can display in their place of business.

Promotional materials

This section contains:

- ☐ Media talking points
- ☐ News release template
- ☐ Sample letter to the editor
- ☐ Public service announcement template
- ☐ Sample social media posts
- ☐ Community/civic group letter template
- ☐ Sponsorship letter template
- ☐ FAFSA Frenzy screen saver
- ☐ FAFSA Frenzy color flier (English and Spanish)
- ☐ FAFSA Frenzy black-and-white flier (English and Spanish)
- ☐ Journey to College 3-step poster (FAFSA Frenzy on one side and all three Journey to College programs on the reverse)
- ☐ FAFSA Frenzy leaflet, (English on one side, Spanish on the other)
- ☐ Journey to College 3-step leaflet, featuring all three programs
- ☐ FAFSA Frenzy banner OR Journey to College Banner, as appropriate
- ☐ FAFSA Frenzy directional signage

Media talking points

- FAFSA Frenzy makes applying for financial aid easier for students and their families by providing free help to complete the Free Application for Federal Student Aid. Completing a FAFSA is the first step in applying for federal financial aid and many state aid programs.
- During the 2015–2016 academic year, Missouri college students received \$2.18 billion in federal financial aid and \$1.66 billion in additional financial aid from other sources, such as the state of Missouri and postsecondary institutions.
- The Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel are partnering to bring FAFSA Frenzy to Missouri for 2019–20. To assist students and parents with the FAFSA process, free one-on-one assistance will be available at FAFSA Frenzy events/activities from October to January. Dates, times and locations for most events will be available this fall at <https://journeytocollege.mo.gov/fafsa-frenzy/>.
- FAFSA Frenzy sites operating during winter months may have postponements due to inclement weather. Inclement weather dates can be found at <https://journeytocollege.mo.gov/fafsa-frenzy/>.
- Local FAFSA Frenzy events will be held on _____ at _____, from _____ to _____.
- Students and their parents will be able to complete the 2020–2021 FAFSA on site and obtain valuable information about the process and next steps.
- Students can apply for a scholarship at a FAFSA Frenzy event/activity. Winners will receive their scholarships upon receipt of enrollment documentation for the 2020 fall term in a Missouri postsecondary program.
- 2019–20 FAFSA Frenzy events will mark the 17th year that Missouri has offered FAFSA Frenzy. Since 2004, these events have helped more than 25,000 Missouri students complete the FAFSA.
- FAFSA Frenzy is a part of national completion efforts headed up by the National College Access Network (<http://www.collegeaccess.org/>). To obtain additional information or to access a complete list of FAFSA Frenzy events, visit <https://journeytocollege.mo.gov/fafsa-frenzy/>.

News release template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFnewsrelease.pdf>

FOR IMMEDIATE RELEASE

Date

CONTACT

Name

Phone

Email

FAFSA Frenzy helps students apply for financial aid

Students and their families can receive free help completing the Free Application for Federal Student Aid (FAFSA) at a FAFSA Frenzy activity on _____ at _____. Free one-on-one assistance will be available to assist families with filling out the 2020–2021 financial aid application from _____ to _____.

Completing the FAFSA is the first step in applying for federal financial aid and most state financial aid as well as some scholarships.

Times, dates and locations for all FAFSA Frenzy activities are available at

<https://journeytocollege.mo.gov/fafsa-frenzy/>.

Students attending a FAFSA Frenzy activity can apply for a FAFSA Frenzy scholarship for the 2020 fall enrollment in a Missouri postsecondary program.

Academic year 2019-20 marks the 17th year Missouri has offered the FAFSA Frenzy program. Since 2004, FAFSA Frenzy events have provided assistance to more than 25,000 Missouri students.

FAFSA Frenzy, sponsored by the Missouri Department of Higher Education, is a part of national completion efforts lead by the National College Access Network.

For additional information about FAFSA Frenzy, visit <https://journeytocollege.mo.gov/fafsa-frenzy/>.

Sample letter to the editor

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFlettertoeditor.pdf>

Dear Editor,

Going to college is more important today than ever before. By 2020, about 66 percent of jobs in Missouri will require some form of postsecondary education. As we work to help this year's seniors make informed decisions about their future, we want to also provide the help they need to pay for higher education.

_____ will be hosting FAFSA Frenzy, a statewide program that includes activities to help students complete a Free Application for Federal Student Aid. Completing this application is the first step to securing most forms of federal and state financial aid, including some scholarships. FAFSA Frenzy is open to any high school senior in the area and current college students.

Volunteers and free one-on-one assistance will be available to answer questions and offer free guidance. We want to break down barriers to ensure anyone who wants to go to college, whether it is a career or technical school, community college or four-year university, is able to achieve that dream.

We ask the community for their support. Help us encourage students to take the next step toward higher education and the benefits a degree or certificate can offer.

Sincerely,

Public service announcement template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFpsa.pdf>

_____ to host FAFSA Frenzy

Need money for college? Completing the Free Application for Federal Student Aid is the first step. Need help filing? Attend the _____ FAFSA Frenzy on _____ at _____.

This free event will offer students and their parents an opportunity to meet one-on-one with financial aid advisors for assistance in filling out the FAFSA, the first step in applying for federal student aid.

Plus, students can apply for a scholarship for enrollment in a Missouri postsecondary program for the fall 2020 term.

For more information go to journey - to - college- dot - mo - dot - gov. That's journey - to - college- dot - mo - dot - gov.

Sample social media posts

Think of posts that will engage the audience and encourage them to participate in the conversation. Enthusiasm, open-ended questions and asking for opinions are good ways to initiate dialogue.

Use the following pre-selected hashtags: #FAFSAFrenzy and #IApplied

Facebook — Post at least three times a week leading up to your activities and events. Use Facebook to get students excited about FAFSA Frenzy and as a reminder of items they may need to bring with them in order to complete the FAFSA.

Twitter — With a limit of only 280 characters per post, relaying information via Twitter has to be short and to the point. Twitter moves much faster than Facebook, so more tweets may be necessary in order for them to be seen.

Sample social media posts include:

- Seniors! If you plan to attend #college next fall, come to #FAFSAFrenzy for help with financial aid.
- Need help paying for #college? Come to #FAFSAFrenzy!
- Did you know? #FAFSAFrenzy is open to anyone planning to attend #college next fall.
- Not sure how to pay for #college? Come to #FAFSAFrenzy to complete your #FAFSA!
- Coming to #FAFSAFrenzy? Great! Go get your #FSAID now at fsaid.ed.gov!
- Reminder: Bring your 2018 tax information, social security number and FSA ID to #FAFSAFrenzy.
- Did we mention that #FAFSAFrenzy is FREE?! That's right, free help to any student applying for financial aid.
- Did you know? Many colleges use the #FAFSA to also determine #scholarship eligibility. #FAFSAFrenzy
- How do you know if you need to attend #FAFSAFrenzy? Easy! Will you be attending college next fall?
- Completing the #FAFSA is the first step to securing financial aid and some scholarships! #FAFSAFrenzy
- #FAFSAFrenzy is coming up! Bring at least one of your parents to the event!
- Don't let the cost of #college prevent you from getting a degree! #FAFSAFrenzy

Community/civic group letter template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFcommunityletter.pdf>

Dear _____:

Are you interested in supporting your community by helping local students secure financial aid for college? FAFSA Frenzy offers opportunities for local organizations and businesses to help high school seniors and current college students learn more about applying for financial aid.

Each year, the U.S. Department of Education makes more than \$150 billion in postsecondary grants and loans available to students throughout the nation. FAFSA Frenzy provides students with free, on-site help filling out the Free Application for Federal Student Aid (FAFSA), the first step in applying for federal and state aid.

To assist students and their parents with the FAFSA process, knowledgeable financial aid advisors will be on hand at FAFSA Frenzy locations October through January. Our local FAFSA Frenzy activities will be held on _____ at _____, from _____ to _____.

As in past years, the success of FAFSA Frenzy depends on support from the communities in which the activities or events are hosted. Please help spread the word by posting the official FAFSA Frenzy poster or distributing leaflets in high-traffic areas within your community.

Students participating in FAFSA Frenzy may also apply for the FAFSA Frenzy scholarship. Winners will receive their scholarships upon receipt of enrollment documentation for the 2020 fall term in a postsecondary program.

FAFSA Frenzy is part of a larger national effort led by the National College Access Network to assist prospective and current college students and their families with completing the Free Application for Federal Student Aid. FAFSA Frenzy is sponsored by the Missouri Department of Higher Education and Workforce Development.

For more information and a list of FAFSA Frenzy events, please visit <https://journeytocollege.mo.gov/fafsa-frenzy/>.

Sincerely,

Sponsorship letter template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/FFsponsorshipletter.pdf>

Dear _____:

FAFSA Frenzy is designed to assist students and their families in completing the 2020–2021 Free Application for Federal Student Aid (FAFSA).

The FAFSA is the primary application used to determine a student’s eligibility for grants, loans, work-study and scholarships. Completing the application is the first big step toward securing financial aid on both the federal and state levels.

The _____ FAFSA Frenzy will be held on _____, from _____ to _____, at _____.

Your business could assist in the following ways:

- Lunch for volunteers
- Snacks for families attending the event
- Raffle items for attendance incentives

In exchange for your contribution, your business logo and name will be displayed at the _____ FAFSA Frenzy activities (i.e., in the hallways and classrooms of the _____.)

Your organization or company will also have the right to place special offers (e.g., coupons, fliers, etc.) in the welcome packets, which will be given out to each family in attendance. Your contributions will be recognized at the volunteer training event. Lastly, a certificate of appreciation will be issued for you to display in your place of business.

If you have any questions or wish to sponsor, please contact me at _____. To obtain additional information or access a complete list of FAFSA Frenzy activities/events, visit <https://journeytocollege.mo.gov/fafsa-frenzy/>.

FAFSA Frenzy is a part of national completion efforts led by the National College Access Network.

Respectfully,

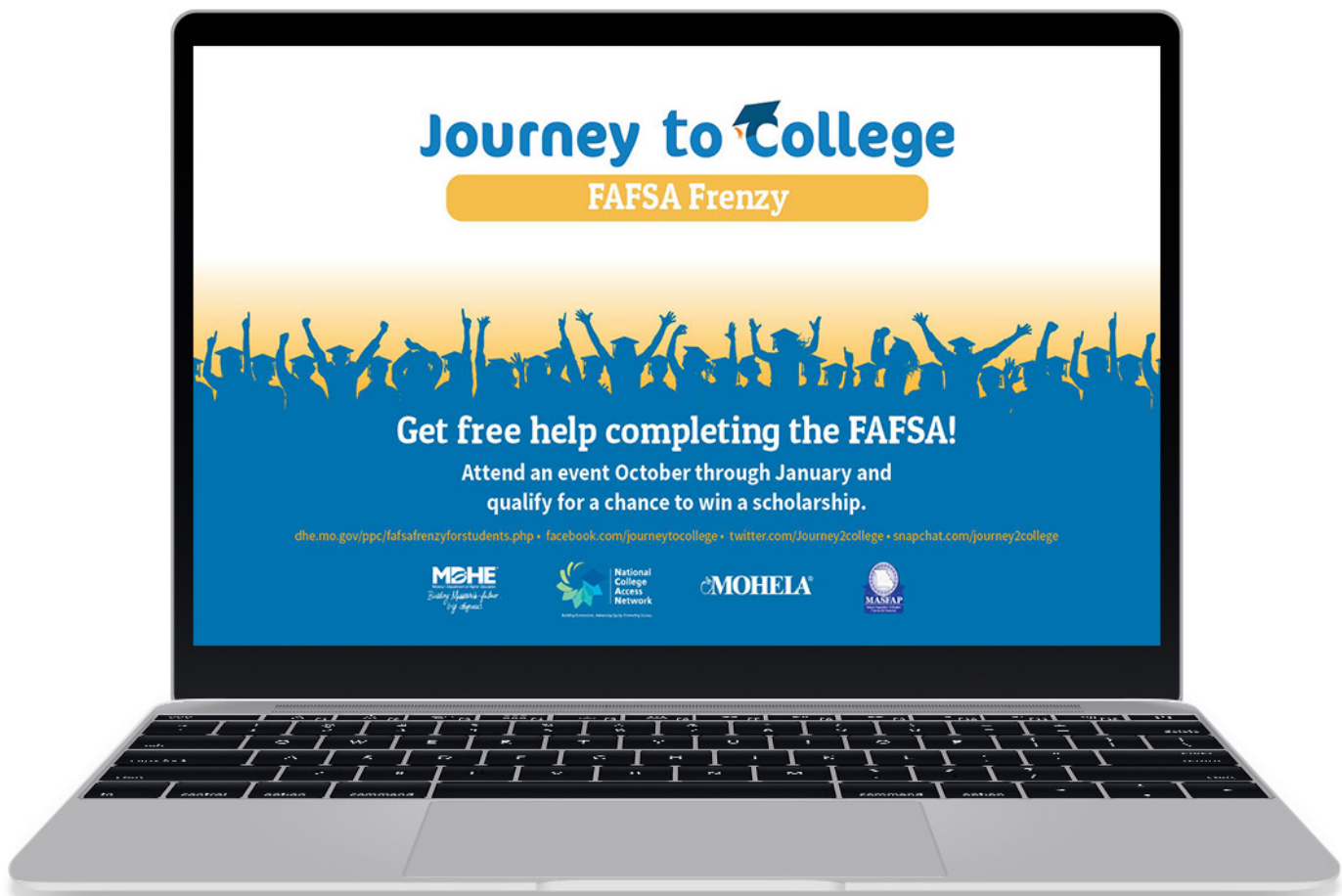
Journey to College

FAFSA Frenzy

FAFSA Frenzy screen saver

► Download your own:

<https://dhe.mo.gov/ppc/images/FFScreensaver.jpg>



Journey to College

FAFSA Frenzy

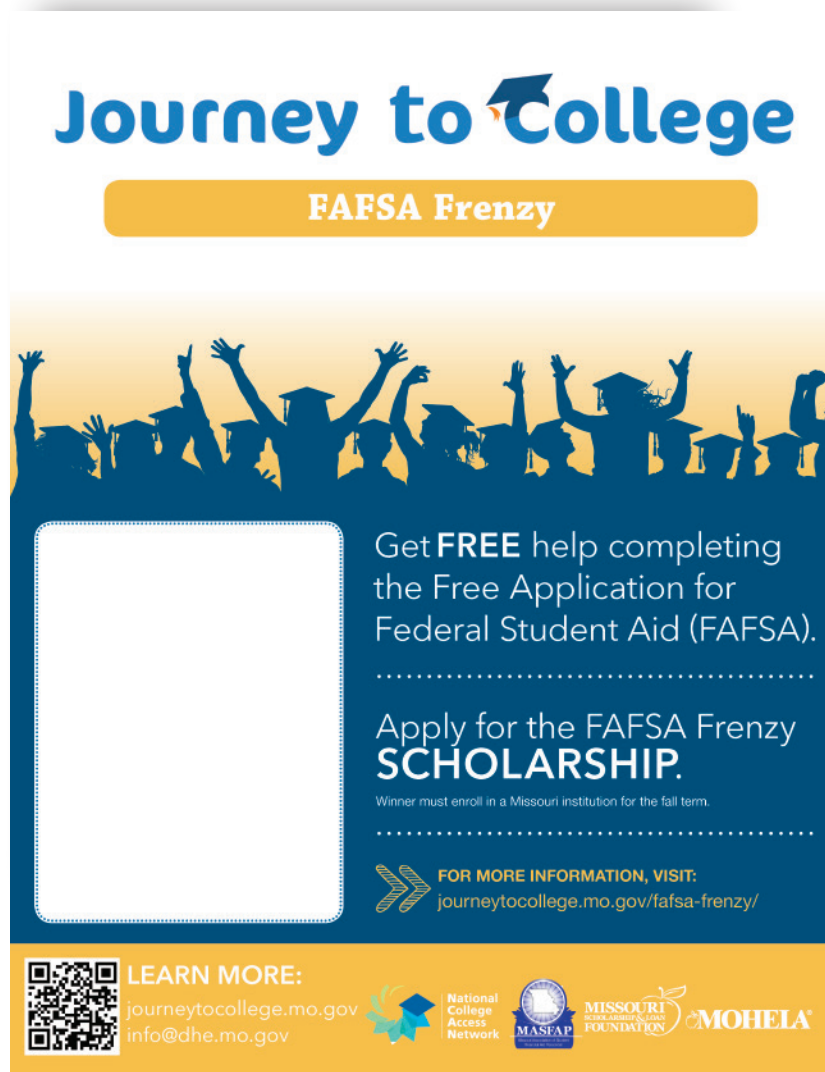
FAFSA Frenzy color flier

► **Fill out and print your own (English):**

<https://dhe.mo.gov/ppc/documents/FF.8.5x11Flier.color.English.pdf>

► **Fill out and print your own (Spanish):**

<https://dhe.mo.gov/ppc/documents/FF.8.5x11Flier.color.Spanish.pdf>



The flier features the 'Journey to College' logo at the top, followed by a yellow banner with 'FAFSA Frenzy'. Below this is a silhouette of a crowd of graduates with their arms raised. A large white rectangular area is intended for a photo. To the right of this area, text promotes getting free help with FAFSA and applying for a scholarship. At the bottom, there is a QR code, contact information, and logos for partner organizations.

Journey to College

FAFSA Frenzy

Get **FREE** help completing the Free Application for Federal Student Aid (FAFSA).

.....




Apply for the FAFSA Frenzy **SCHOLARSHIP.**

Winner must enroll in a Missouri institution for the fall term.

.....

➤ **FOR MORE INFORMATION, VISIT:**
journeytocollege.mo.gov/fafsa-frenzy/

LEARN MORE:
journeytocollege.mo.gov
info@dhe.mo.gov

 **National College Access Network**  **MISSOURI SCHOLARSHIP AND FOUNDATION** 

Journey to College

FAFSA Frenzy

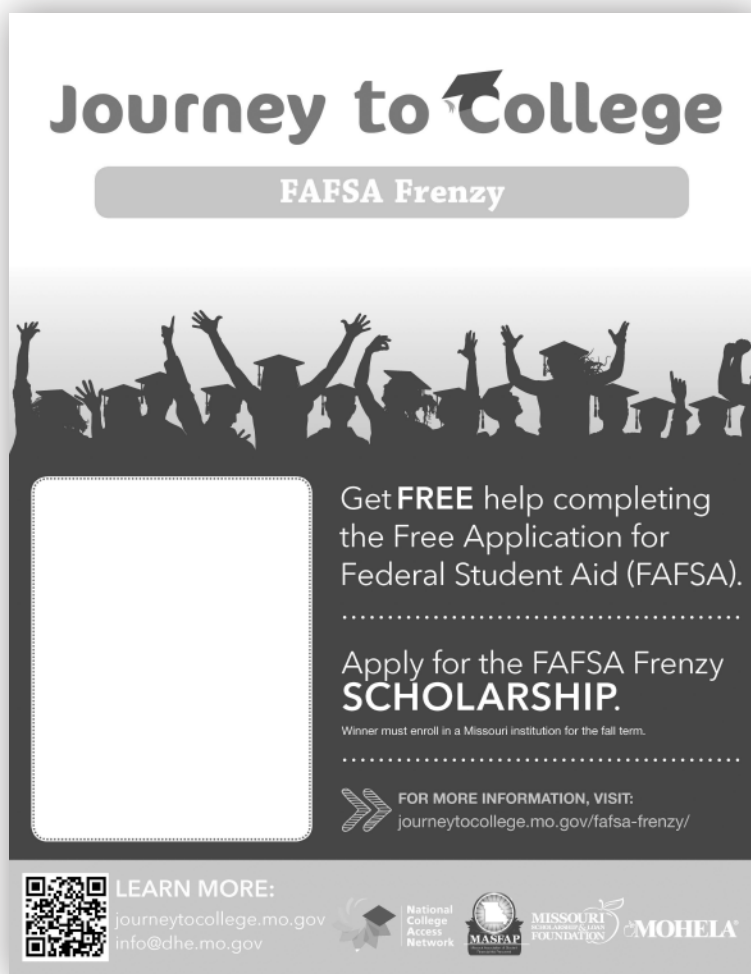
FAFSA Frenzy black-and-white flier

► **Fill out and print your own (English):**

<https://dhe.mo.gov/ppc/documents/FF.8.5x11Flier.bw.English.pdf>

► **Fill out and print your own (Spanish):**

<https://dhe.mo.gov/ppc/documents/FF.8.5x11Flier.bw.Spanish.pdf>



Journey to College

FAFSA Frenzy


Journey to College 3-step poster (all three programs, including Apply Missouri, highlighted on one side and FAFSA Frenzy only on the reverse)

- **Order your own Journey to College 3-step poster, with FAFSA Frenzy on the reverse side:**
<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey to College

APPLY


The best time to apply to college is the fall of your senior year. Apply Missouri can help you learn more about careers and higher education options and submit college applications. Finding the best fit for you will help you succeed in completing a degree or certificate.



Journey to College

FUND


Many students receive financial aid to help fund their education. The Free Application for Federal Student Aid (FAFSA) is required for most federal, state and college financial aid. FAFSA Frenzy provides free one-on-one assistance to help you complete the application.





Journey to College


DECIDE


It is important to finalize and follow through on your plans for the future. Celebrate your decision to continue your education, begin a career, or enter the military during Decision Day. If you haven't made plans yet, now is the time!



 facebook.com/journeytocollege

 instagram.com/journey2college

 twitter.com/Journey2College



> Take a photo to follow us on Snapchat using this snapcode.

Journey to College

FAFSA Frenzy

FAFSA Frenzy leaflet (English on one side and Spanish on the reverse)

► **Order your own:**


<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey to College


FAFSA Frenzy

Get free help completing the Free Application for Federal Student Aid (FAFSA).

Attend a FAFSA Frenzy event for a chance to win a scholarship. Visit journeytocollege.mo.gov/fafsa-frenzy to see if your school participates, or to find a FAFSA Frenzy location in your area.



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 instagram.com/journey2college
 twitter.com/Journey2College





Journey to College





FAFSA Frenzy

Obten ayuda gratuita completando la Aplicación Gratuita Federal de Ayuda al Estudiante.

Asista para tener la posibilidad de ganar una beca. Para ver una lista completa de localidades en su area dónde se encuentran los puntos de FAFSA Frenesí, visite la página web en journeytocollege.mo.gov/fafsa-frenzy.



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 twitter.com/Journey2College



Journey to College

FAFSA Frenzy

Journey to College 3-step leaflet

Features all three Journey to College Programs: Apply Missouri, FAFSA Frenzy, and Decision Day

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>



MISSOURI DEPARTMENT OF HIGHER EDUCATION

Realize your potential.

Three steps can put you on a path toward earning a college degree or certificate.

STEP 1

Apply

The best time to apply to college is the fall of your senior year. Think about the kind of degree you want to earn and the type of school you need to attend.

Apply Missouri

Many high schools host Apply Missouri events in September and October to provide time during the school day to submit applications to colleges you are interested in attending.

Things to bring:

- A completed Student Admissions Application Worksheet.
- A USB drive with essays or personal statements you have written.
- Credit card information to pay college application fees (or request a fee waiver from your school counselor).

For more information, including the Application Worksheet, visit dhe.mo.gov/ppc/students/applymissouriforstudents.php.

STEP 2

Fund

College costs can vary depending on the school you attend and the type of degree you are seeking. Many students receive financial aid to help fund their education.

Be sure to fill out the FAFSA — the Free Application for Federal Student Aid. The FAFSA is required for most federal, state and college financial aid, including grants, scholarships, work-study and student loans.

 [More](#) 

Seeking out other scholarships and part-time job opportunities also can help with college costs.

FAFSA Frenzy

You can receive free help filling out the FAFSA at a FAFSA Frenzy event near you. Events are held at high schools, colleges and other locations in Missouri October through January.

Things to bring:

- Social Security Number or alien registration number or permanent resident card.
- Student and parent federal income tax forms and W-2 forms from the prior year (2015 information for the 2017–18 FAFSA). Students classified as independent do not need parent information (see StudentAid.gov/dependency).
- Current bank statements and investment records.
- FSAID — students and parents should get their FSAID at FSAID.ed.gov before attending a FAFSA Frenzy event.

For more information about filling out the FAFSA, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

STEP 3

Decide

Choosing a college that is the best fit for you will help you succeed in earning a degree. Once you have been admitted, you are ready to enroll in classes, finalize funding, and arrange for housing and transportation.


Be sure to meet all deadlines set by your college so you are ready to go when the semester begins.

Decision Day

Many high schools throughout Missouri host Decision Day events on or near May 1 to celebrate seniors' plans for higher education or military service.

If you have not applied to college by the end of your senior year, it is not too late. Talk with your high school counselor about opportunities that are still available.


For more information about finalizing your college decisions, visit dhe.mo.gov/ppc/students/decisiondayforstudents.php.


Missouri Department of Higher Education
Building Missouri's future. by design.

LEARN MORE

Find more information about planning and paying for college at dhe.mo.gov/ppc/studentsparents.php.

Follow @Journey2College on Twitter and Facebook (JourneytoCollege) for college planning and student financial aid information. dhe.mo.gov • info@dhe.mo.gov



Journey to College

FAFSA Frenzy

FAFSA Frenzy banner or Journey to College 3-step banner

Note: High schools participating in all three Journey to College programs should use a new Journey to College banner

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

Journey to College

FAFSA Frenzy

Get **FREE HELP** applying for financial aid!

Apply for the FAFSA Frenzy scholarship.



APPLY

Journey to College

Apply Missouri

FUND

Journey to College

FAFSA Frenzy

DECIDE

Journey to College

Decision Day



Journey to College

FAFSA Frenzy

FAFSA Frenzy directional signage

► **Order your own outdoor signs with metal stakes:**

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

► **Print your own indoor signs:**

Left arrow — <http://dhe.mo.gov/ppc/documents/8.5x11yardsigns.LeftArrow.pdf>

Right arrow — <http://dhe.mo.gov/ppc/documents/8.5x11yardsigns.RightArrow.pdf>



Site Coordinator Resource Manual

Decision Day

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Celebrating seniors' plans for higher education

Decision Day celebrates seniors' postsecondary plans. Decision Day generates excitement for graduating seniors and provides information to students who have yet to make plans.

Hosting activities and events during the school day and involving younger students will promote a college-going culture and share the importance of planning for college early.

Purpose and expectations

The goal of Decision Day is to recognize high school seniors' postsecondary education plans and encourage younger students to prepare early for college. Decision Day is held annually on or near May 1 and is designed to coincide with the date by which most students must inform a college of their plans to enroll.

Participating schools are asked to:

- Register to host an event/activity.
- Recognize all students for their postsecondary plans, including plans to attend a vocational tech, two- or four-year college or university, enter the military, or pursue other postsecondary training.

- If possible, include the entire student body in your celebration and make sure that students who do not yet have plans know that they still have options.
- Report final numbers of participating seniors, gather feedback and complete the site coordinator survey.

Decision Day is in its fifth year in Missouri. Last year, 145 Missouri high schools registered, celebrating with their 2019 seniors.

Decision Day is part of the National College Signing Day celebration.

Planning your Decision Day activities/events

Site coordinator checklist

- ☐ Develop your schedule of activities and make sure they are on the school calendar.
- ☐ Email a sample “Ask me about it” sign like the one on page 112 to all faculty and staff and designate a posting date.
- ☐ Provide copies of the scavenger hunt to all high school seniors.
- ☐ Provide bingo cards (pages 113–114) to high school students.

Developing your schedule of activities

Decision Day activities will look different at each school. Make your schedule of activities or events based on your school’s individual needs. Remember to have fun with this, be creative, and engage the entire student body, faculty, and staff.

Organization — Gather students’ postsecondary plans in advance. Some schools require seniors to bring evidence of their postsecondary plans in the form of a college acceptance letter, military orders, or similar offer to help ensure accuracy.

Day of: The simplest and quickest way to ensure you have the postsecondary decision made by each student is by handing out a blank note card prior to the event. Ask each student to write down their name and selected college, branch of military service, or other postsecondary plan and have them return them to you or a designated party — similar to methods used during graduation ceremonies.

Week of: Have seniors complete the student questionnaire on page 115.

Suggested activities

“Ask me about it!” activity (page 112)

— This activity asks staff members to get involved and gives students the opportunity to learn a little more about their teachers. Have faculty and staff display a poster that lists their alma mater(s) and post college signs in other areas of the school. You can also create a scavenger hunt during a specific time frame and allow students to complete challenges. Examples include finding as many schools as possible, finding the school farthest away, the school with the most alumni, etc. Award small prizes.

The purpose of this activity is to identify staff members by their institutions of higher education and to engage students in dialogue with faculty regarding college access, college preparation, application, enrollment, etc.

College Bingo (page 113–114) — You can utilize the prefilled and/or fillable sample bingo cards to make this a great activity to involve the entire student body. Have all homeroom teachers distribute bingo cards on the same day. Ask students to locate teachers or other staff members that have experienced the different scenarios. Be sure to ask students to only use one person for each space.

Create a “College Wall” — Seniors write the names of the college they plan to attend on banners or strips of construction paper to hang in a main hallway. You can also hang school pennants or mascots with the names of those students attending that school throughout the hallways. Utilize art teachers (if available) to develop additional materials to promote a “college-going culture” on the walls of your school. You can even create or utilize a large U.S. or Missouri map where students drop a pin, note, or mark where they plan to attend college.

Assembly — Host an all-school assembly to celebrate seniors’ plans for higher education. This could be an add-on to an already established school activity or a stand-alone event. Make sure to invite all grade levels to participate.

Community picnic or fair — Host an after-school community-wide picnic or celebration. This may require a larger budget, but will engage more community members, families, and students of all ages.

Decision Day Donuts — This is a simple breakfast option to help kick off celebrating your Decision Day!

Journey to College

Decision Day

Where have you been? Where are you going? – Print out a blank pennant and give it to teachers and students to fill out. Create two separate wall collections of “Where have you been?” teacher pennants and “Where are you going?” student pennants.

Decision Day Door Decorating — Have teachers decorate their classroom doors with their alma mater gear and advice to students to create a college going culture throughout the school. This could be an easy way for students and teachers to engage and talk about different aspects and expectations of college life.

Instagram photo prop — Create a large photo booth prop for students to stand in the middle of for pictures! You can then post the pictures to your school’s social media, and even get a retweet from our Journey to college Twitter page.

Guest speakers — Whether you host a school assembly or a community event, invite high school alumni, elected officials, college admissions and financial aid representatives, local business leaders, and parents to elaborate from personal experience about the importance of college. Ask faculty and staff at your school to give their single “best advice” to the students as well.

Interviews — Interview seniors about their postsecondary plans and send the articles or videos to local news outlets. Ask media classes to incorporate their stories in school newspaper ads or articles; or create a special section in the school newspaper that gives the names of seniors and their postsecondary plans. Ask seniors to visit with elementary and middle school classes to share their future plans.

College gear — Encourage students and school staff to wear college T-shirts on a particular day of the week. Note: Great to utilize this if you have a main Decision Day activity or event date planned.

Social media — Ask students to post photos of themselves with their college acceptance letters, military orders, etc., on social media using the designated #MODecisionDay hashtag. Remind student to cover all confidential information (student number, addresses, etc.) before posting.

Student questionnaire (page 115)— Ask students to complete a short questionnaire, so you can get a better feel for seniors’ plans for after high school. This questionnaire can be helpful if planning to announce the students’ postsecondary plans during an activity or event, and may also be useful in collecting the data you’ll need to report on the Decision Day Site Coordinator survey at <https://surveys.mo.gov/index.php/124878>.

Journey to College

Decision Day

Classroom visits — Conduct one-on-one classroom visits with seniors and ask students if they have:

- Applied to college
- Been admitted to college
- Officially notified the college or university that they will enroll
- Completed the FAFSA, or have questions about verification
- Notified the schools to which they were accepted but will not be attending

Workshops — MDHE understands how busy site coordinators are throughout the school year, but offering workshops on various topics can help seniors make their final decision and direct underclassmen in the right direction to ultimately make post-secondary decisions.

College financing offer workshop –

College financing offers can be confusing to understand but are very important for students preparing for college. Find helpful training information for this type of workshop online in the Scholarship Foundation of St. Louis Decision-Making: Using Award Letters to Access Affordability at <https://sfstl.org/sites/default/files/files/Financial%20Aid%20Award%20Letter%20Workshop.pdf>.

Junior Workshops – Involve juniors by hosting an FSA ID creation activity. Have juniors create their FSA ID username and password now, so they have it before completing the FAFSA in the fall. Utilize FSA ID tip sheets available at [journeytocollege.mo.gov/pay/file-a-fafsa/get-fsa-id/](https://fsaid.ed.gov/pay/file-a-fafsa/get-fsa-id/).

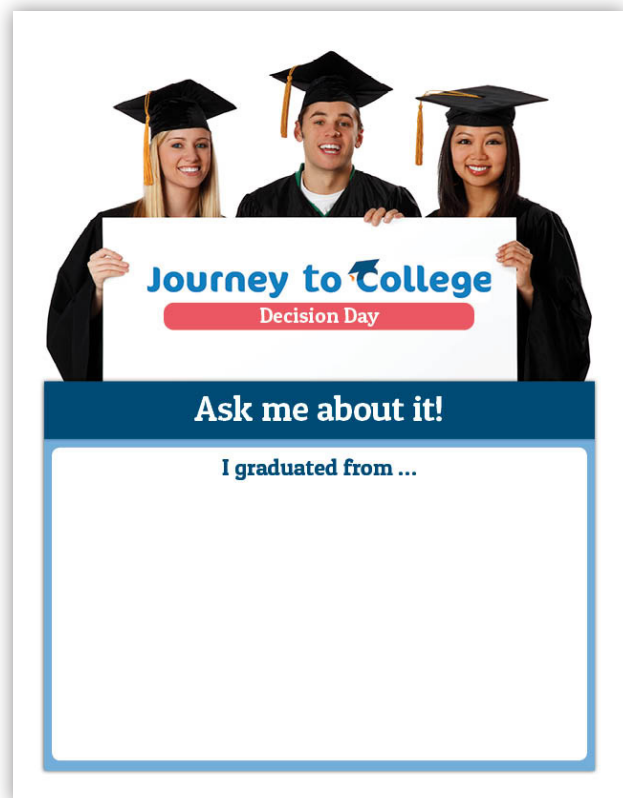
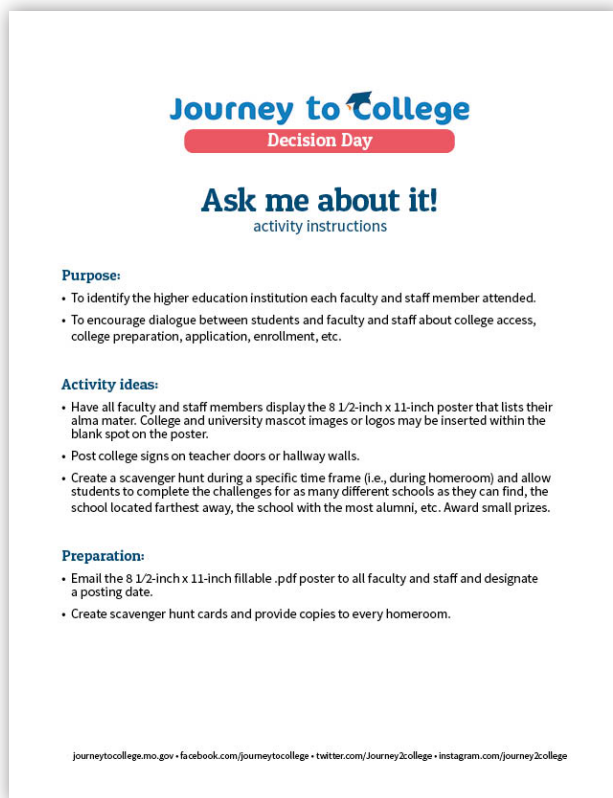
Underclassmen workshops – The Journey to College program may primarily focus on seniors, however, it's never too early to host workshops to educate younger students and their families on the following:

- decision-making
- career paths
- learning styles
- study habits
- the importance of GPA and high school course selection
- college test prep
- essay writing
- applying to college
- college admission criteria
- paying for college

“Ask me about it!” activity

► Print your own:

<https://dhe.mo.gov/ppc/documents/DDAskMeAboutItActivity.pdf>



College bingo card – sample

B	I	N	G	O
Attended a four-year college or university	Lived at home while attending school	Worked full time while attending college	Is still close friends with his or her college roommate	Studied abroad while in college
Attended a college or university in Missouri	Went to college on a scholarship	Changed majors two or more times	Attended a two-year college	Majored in math
Majored in Science	Attended an out of state college or university	FREE SPACE	Worked for the school newspaper, TV station or radio station in college	Met his/her significant other in college
Lived on campus	Is currently enrolled in a college program or course	Had a mentor or other close advisor in college	Was President or leader of a college club	Completed Graduate school
Attended two or more colleges	Wishes they were still in college	Spent time in the military before going to college	Played sports in college	Took out student loans in order to pay for college

College bingo card – template

► Fill out and print your own:

<http://dhe.mo.gov/ppc/documents/DDBingo.pdf>


College bingo card

B	I	N	G	O
		FREE SPACE		

Student questionnaire

► **Print your own:**

<https://dhe.mo.gov/ppc/documents/DDQuestionnaire.pdf>



Decision Day

Student questionnaire
Please answer all questions. If your decisions aren't yet final, indicate "unsure" or "NA."

Full name (print): _____

Homeroom teacher: _____ Current cumulative GPA: _____

List all colleges/postsecondary institutions you have been accepted to: _____

Which school have you chosen to attend? _____

What is your intended major and minor or field of study? _____

Military service confirmed: (circle one) yes no

If yes, which branch? _____

Please list the name of all scholarships you have received and include the source and amount.

Scholarship	Source (from where)	Amount

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Recruiting and managing volunteers

Site coordinator checklist

- ☐ Seek volunteers from among school administrators, teachers and staff.
- ☐ Seek volunteers from among student leadership.
- ☐ Communicate with your volunteers regularly. Be sure your volunteers know well in advance their assignments and activities schedule.
- ☐ Student ambassadors from any grade level can help distribute materials, decorate the school and promote Decision Day activities — especially by working with local media as well as liking and sharing Decision Day social media posts. Identify students from each grade who would like to bring some ideas of their own. Ask students from each grade level to share and implement ideas and post and distribute materials.

Communicating with volunteers

You should contact volunteers regularly. Make sure each volunteer knows what his or her assignment is, when and where he or she should report, any specific school procedures, what the appropriate or recommended attire is, and any contingency plans in case of inclement weather or an emergency.

Provide volunteers with information to help them prepare for your Decision Day event.

After your activities are over, be sure to thank your volunteers by sending them a thank-you letter or certificate of appreciation. Samples can be found on pages 117-118.

It is also important to remind any student volunteer that they can add this volunteer work to their high school resume and on college admission essays.

Sample volunteer thank-you letter

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/DDvolunteerthanks.pdf>

[SCHOOL NAME]

[SCHOOL ADDRESS]

[DATE]

Dear [VOLUNTEER'S NAME],

On behalf of [name of your high school] I would like to personally thank you for volunteering your time at our Decision Day event. This event would not have been possible without your help and the help of many others willing to donate their time.

During Decision Day, we recognized [number of seniors] of our seniors for their postsecondary plans. These seniors are another step closer to reaching their dreams of attending college or entering the military.

[SUMMARIZE EVENTS OR INCLUDE ANY PRESS COVERAGE]

Once again, [NAME OF YOUR HIGH SCHOOL] thanks you for your efforts and contribution of time at Decision Day! We hope to see you at our event next year!

Sincerely,

[YOUR NAME]

[YOUR TITLE]

[CONTACT INFORMATION]

Certificate of appreciation

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/DDCertofApprec.pdf>

Certificate of Appreciation

is awarded to

on _____

for service to

_____’s Decision Day 2020.

Presented by _____ .

Data management

Site coordinator checklist

- ☐ Complete the Decision Day Site Coordinator Survey

Site coordinator survey

When your Decision Day activities are over, the Missouri Department of Higher Education will send you an email with a link to the Decision Day Site Coordinator Survey (<https://surveys.mo.gov/index.php/124878>). The survey will ask you for final numbers of participating seniors. It also will ask for your feedback to help improve the Decision Day program.

Promoting your Decision Day activity or event

Site coordinator checklist

- ☐ Display/distribute free promotional items at least one month prior to your activity.
- ☐ Verify all Decision Day activities are listed on your school calendar.
- ☐ Request Decision Day activities are added to school announcements, social media posts, and outdoor sign(s).
- ☐ Promote your event by using media classes to create ads for local or school radio, television and newspapers.
- ☐ Schedule phone blasts and/or text message reminders.

Ordering free promotional materials

Order all of your free promotional items and materials three to four weeks prior to your Decision Day event. To order, visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>. Select “Site Coordinator — Journey to College” from the “Tell us who you are” drop-down list.

Free promotional materials

A variety of materials are available to help you promote your Decision Day activities. Items available include:

Screen saver (page 131) — A great way to advertise Decision Day activities directly to students is by using a screen saver in your school’s computer lab as well as adding to screens in cafeterias, lobbies, or front offices. Ask teachers throughout your school to use the screen saver in their classrooms where students typically have access to computers.

Flier (pages 132-133) — Electronic fliers are designed to fit an 8.5 x 11 inch-paper and are available in color or black and white. Site coordinators are responsible for printing their own copies or distributing them electronically. The flier includes a blank area where you can add your site information.

Journey to College

Decision Day

“It’s not too late” handout (page 134) — This handout asks the students to identify where they are in the college admissions and decision-making process. It offers advice and options on how to continue to enrollment. This can be used to promote your Decision Day activity or to help students who may still be undecided.

6.5” foam #1 hands — These mini foam hands are available in a variety of colors, with the idea that students may wish to have the color associated with the college they are planning to attend.

Journey to College 3-step poster (page 135) — The full color poster measures 17 x 22 inches and promotes all three Journey to College programs on one side. There is a blank area next to each program where you can add your site information.

Journey to College 3-step leaflet (page 136) — This full-color leaflet measures 3.67 inches x 8.5 inches and covers all three of the steps involved in preparing for postsecondary education: apply to college, completing the FAFSA, and celebrating decisions. Leaflets will fit into a business-sized envelope.

Journey to College 3-step banner (page 137) — This Journey to College 3-step indoor/outdoor vinyl banner measures 6 x 3 feet and should be hung in a cafeteria, main entrance or other heavily trafficked area. This is a great item to utilize throughout the school year for promoting all three Journey to College programs; especially starting with the Apply Missouri kick-off assembly. Sites are limited to one banner, based on availability.

The Missouri Source — This publication provides students with information about planning and paying for college including details about federal and state grants, scholarships and loans.

Building public support

Public support is important to a successful Decision Day. Use the following resources to help communicate with the media and potential community supporters about your upcoming event. Pages 124-130 provide links to templates you can fill out and print.

Letter for teachers, staff, and community members (page 124) — Provide a letter to teachers, staff and community members to explain the purpose of Decision Day activities you have planned and ways they can get involved.

Media talking points (page 125) — Media talking points are provided for use in promoting Decision Day. You can use the media talking points to highlight important facts about the Decision Day program to local reporters.

News release and letter to the editor (page 126-127) — News releases are traditionally sent to local news editors, with the hope of obtaining media coverage. To give your release a better chance at getting placed in the paper or on the radio, contact the editor by phone or email to explain the program and ask for support. You may also consider writing a letter to

the editor. Establishing this professional relationship may increase the likelihood that your Decision Day event is assigned a local reporter. The more coverage you get, the more students and families your event can reach.

Social media posts (page 128) — Use your school's social media sites to help spread the word to students, parents and the community about your Decision Day activity/event.

Student/family letter (page 129) — Send home a letter to students and their families explaining scheduled Decision Day activities and the importance of finalizing college plans.

Student/family follow-up letter (page 130) — Follow-up with students and their families, congratulating them on making a final decision. The letter also helps explain important next steps to ensure the student gets to college in the fall.

Promotional materials

This section contains:

- ☐ Letter to teachers, staff and community members
- ☐ Media talking points
- ☐ News release template
- ☐ Sample letter to the editor
- ☐ Sample social media posts
- ☐ Student/family/community letter
- ☐ Student/family/community letter
- ☐ Decision Day screen saver
- ☐ Decision Day color flier
- ☐ Decision Day black-and-white flier
- ☐ Decision Day “It’s not too late” handout
- ☐ Journey to College 3-step poster, which includes Decision Day
- ☐ Journey to College 3-step leaflet, including Decision Day
- ☐ Journey to College 3-step banner

Letter for teachers, staff and community members

Dear _____,

Our school is participating in Decision Day! To ensure that our event is a success for our students, we need your help in promoting and coordinating this event — and making sure our program is exciting and fun for our students.

What is Decision Day? — Decision Day is held annually on or near May 1 and is designed to coincide with the date by which most students must inform a college of their plans to enroll. The purpose of Decision Day is to recognize high school seniors for their postsecondary plans and encourage younger students and families to prepare early for college. Decision Day will be held _____.

Decision Day also provides support and guidance to students who have yet to make plans for the future. By involving the entire student body, Decision Day will generate excitement and encourage younger students and families to prepare for college early.

In 2016, the Missouri Department of Higher Education launched the statewide Decision Day campaign as part of the National Decision Day celebration, and provided assistance and resources to help schools host Decision Day events.

What happens during Decision Day? — All students are recognized for their postsecondary plans, whether going to a trade/tech school, community college, university, or joining the military. Think of Decision Day as a school spirit week/day, during which time we all work together to build excitement and awareness surrounding the college selection and enrollment process.

We will provide *[insert specific information to your site, such as special office hours to help students through the enrollment process or award letter workshops]*, but the event becomes truly spectacular when we integrate fun activities into our school and community environments. For example, we can decorate our doors and classrooms in college themes, post signs and pennants in our community, decorate storefronts, or have college trivia contests. Let's get creative!

How can I help? — You can help by talking to students about the importance of furthering their education beyond high school. Ask students about their future plans and/or college choices, contribute to the “spirit” of the week and reach out to students who have yet to make a decision. Seek out students who might traditionally be overlooked when it comes to college planning and talk to them about their options for college. Be sure to ask students about their plans after high school as they board the bus, go through the lunch line or visit in the hallways.

Thank you in advance for helping make this a great Decision Day! To volunteer during our activities or for more information, contact _____

For more information about Decision Day, visit <http://dhe.mo.gov/ppc/decisionday.php> or email journeytocollege@dhe.mo.gov.

Media talking points

- High schools across the state will celebrate their seniors' plans for higher education or military service during Decision Day, a statewide program sponsored by the Department of Higher Education.
- Decision Day is held on or around May 1 — the date by which most high school seniors must notify a college of their plans to enroll. Decision Day was inspired by the NCAA's National Signing Day when student athletes sign a letter of intent to play sports at a specific college.
- Decision Day is designed to recognize and celebrate all seniors' plans for education and training beyond high school.
- Decision Day helps encourage and remind students that it is time to make a decision about their future.
- The event also provides information to assist seniors who are still considering higher education but have not yet applied to college or officially enrolled.
- Decision Day is also designed to help foster a college-going culture. Activities involving younger students help build excitement and emphasize the importance of continuing education beyond high school.
- Activities will vary at each school but will include assemblies, guest speakers and social media events.
- Decision Day will be held at _____ on _____ from _____ to _____.
- Though many schools have celebrated with their seniors in the past, this is the fourth year Decision Day has been celebrated as a statewide program sponsored by the Missouri Department of Higher Education.

News release template

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/DDnewsrelease.pdf>

FOR IMMEDIATE RELEASE

Date

CONTACT

Name

Phone

Email

Decision Day celebrates seniors' plans for higher education or military service

High school seniors will be recognized for their plans for higher education, career, or military service during Decision Day events at _____

Decision Day recognizes all seniors for their postsecondary plans. Events are held nationwide on or around May 1 — the date by which most high school seniors must notify a college of their plans to enroll. Decision Day was inspired by the NCAA's National Signing Day when student athletes sign a letter of intent to play sports at a specific college.

Decision Day also provides information to assist seniors who are still considering higher education but have not applied to college or officially enrolled. For younger students, Decision Day builds excitement about the future and emphasizes the importance of planning for higher education.

_____ will host Decision Day on _____ from _____ at _____. Students, parents, school administrators, teachers, staff and community members are invited to join the celebration.

[Include specific information about your event. Will there be guest speakers, games, prizes, etc.]

For more information about Decision Day activities at _____, please contact _____ at _____.

For additional information and locations for all Decision Day events, visit <https://journeytocollege.mo.gov/decision-day/>.

Sample letter to the editor

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/DDlettertoeditor.pdf>

Dear Editor,

As graduation nears, high school seniors are making important decisions about their future, including plans to attend college or join the military.

Decision Day is held nationwide on or around May 1 — the date by which most high school seniors must notify a college of their plans to enroll. Decision Day was inspired by the NCAA's National Signing Day when student athletes sign a letter of intent to play sports at a specific college.

_____ will host Decision Day on _____ to celebrate the plans of the senior class. All seniors are encouraged to finalize their plans for higher education by this date.

Decision Day activities also provide information to assist seniors who are still considering higher education but have not applied to college or enrolled in classes. For younger students, Decision Day emphasizes the importance of planning for higher education. It is important all students know college is possible for everyone.

We thank the community for your continued support of _____ students as they make plans for their future.

Sincerely,

Sample social media posts

Social media posts should engage students and encourage them to participate in the conversation. Open-ended questions and asking for opinions are good ways to initiate dialogue.

Use the following pre-selected hashtags:

#MODecisionDay and #IDecided. You may also want use the hashtag #Classof2020.

Facebook — Post at least three times a week leading up to your activities. Use Facebook to get students excited about Decision Day and as a reminder to make their final plans.

Twitter — With a limit of 280 characters per post, relaying information via Twitter has to be short and to the point. Twitter moves much faster than Facebook, so more tweets may be necessary in order for them to be seen.

Sample social media posts include:

- Seniors! [May 1] is #MODecision Day. Tell us where you plan to attend! #Classof2020
- If you plan to attend #college next fall, now is the time to make a decision. #MODecisionDay
- [May 1] is #MODecisionDay! Join us in celebrating seniors' plans for the future!
- Did you know? Most schools ask that you notify them of your intent to enroll by May 1. #MODecisionDay
- #MODecisionDay events will be held {May 1}. Don't forget to wear your #college gear!
- Have you made the decision to attend college or enter the military? We want to hear about it! #MODecisionDay
- Reminder: Fill out your #MODecisionDay questionnaire so we can celebrate your future together! #Classof2020
- Finalize your plans for higher education. We celebrate you and all your hard work! #MODecisionDay
- If you haven't completed your #FAFSA yet, now is the time! #FAFSA #Classof2020
- Don't let the possibility of #college pass you by. It's not too late. Make plans today to enroll! #MODecisionDay
- College #MODecisionDay is just around the corner! What factors will weigh into what college you choose? #Classof2020
- Have you been thinking about where you're going to college? Community college? Technical school? University? Military service? We support you every step of the way! #MODecisionDay
- Congratulations on your college selections! #MODecisionDay #Classof2020
- Tell us where you're going to #college using #MODecisionDay and #IDecided.
- It's #MODecisionDay! Show us how you're celebrating! #Classof2020 #IDecided
- Years of hard work are about to pay off! Show us your #college plans. #MODecisionDay #Classof2020
- Still deciding on your future? It's not too late to plan for college! Come talk to us about your future. #MODecisionDay

Student/family/community letter

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/DDlettertostudents.pdf>

[SCHOOL NAME]

[SCHOOL ADDRESS]

[DATE]

Dear Students and Families, [change this based on whom you're sending it to — school board, community leaders, etc.]

The administration and staff of [HIGH SCHOOL NAME] invite you to Decision Day on [DATE] from [TIME] to celebrate the Senior Class of 2020 and the plans they have made for the future!

Decision Day is held across the country to recognize seniors' plans to continue their education or enter the military.

[INSERT INFORMATION ABOUT ALL ACTIVITIES LEADING UP TO AND DURING DECISION DAY. INCLUDE SPEAKERS, GAMES, PRIZES FOOD, ETC. PARKING INFORMATION AND/OR VISITOR PASS IF NECESSARY] All graduating seniors are encouraged to attend and wear a T-shirt from the college they plan to attend, if possible.

Parents, school administrators, teachers, staff and community members are invited to join the celebration. To RSVP [INSERT INFORMATION]

We are extremely proud of our senior class and hope you will join us in celebration! We look forward to seeing you on [EVENT DATE]!

Sincerely,

[SCHOOL COUNSELOR/PRINCIPAL/SITE COORDINATOR]

Student follow-up letter

► **Fill out and print on your letterhead:**

<https://dhe.mo.gov/ppc/documents/DDlettertostudents.pdf>

[SCHOOL NAME]
[SCHOOL ADDRESS]
[DATE]

Dear students,

_____ seniors recently participated in Missouri Decision Day where their plans for higher education or military service were recognized and celebrated. Making a final decision is an important step to the future.

Now that you've made your decision, it is important to consider these following next steps:

- If you've applied for financial aid by completing a FAFSA, review your Student Aid Report (SAR) carefully to make sure it is correct and complete. This will be used to determine your eligibility for federal and possibly non-federal financial aid. If you have questions, be sure to share them with your college's financial aid office. If you haven't completed a FAFSA yet, consider filing at www.fafsa.gov.
- To enroll, follow the directions in the official acceptance letter/email you received from your college. Each college has its own steps and system for officially enrolling. Most likely, you will be directed to the college's official website and instructed to log into the internal student information system. If you need help, don't hesitate to ask questions to your college. If you have not received an official acceptance following your submission of the admissions application contact the admissions office.
- Some colleges require a monetary deposit to officially enroll. This deposit can range from \$100 to \$500 or more. To pay, you can use money from your MOST529 college savings account, your own savings or your family's savings. If you need help, don't hesitate to contact the college's financial aid office to discuss options.
- As part of the enrollment process, you will likely be prompted by the college to sign up for campus housing, accept your college financing offer, and register and attend orientation events.
- After you have officially enrolled, you will also get information from your college about placement exams. Be sure to sign up for any required testing.
- After you have officially enrolled, make sure to request a copy of your final high school transcript to be sent to your college.

Students, don't melt this summer! "Melting" means you have followed all the steps to officially enroll in college, but for some reason, you don't show up on campus in the fall. To keep you from melting, here are some tips:

1. Stay active this summer through jobs, internships, clubs, sports, etc.
2. Talk about your college dreams, plans, and fears to your friends, family, and people you trust.
3. Figure out how you will physically get to college in the fall, and ask for help if you need it.
4. Help your family prepare for your college experience — this isn't just a life change for you, but also for them.

If you have any questions please call [NAME, TITLE], at [PHONE NUMBER] or email me at [EMAIL].

Sincerely,
[SCHOOL COUNSELOR/PRINCIPAL/PROJECT COORDINATOR]

Journey to College

Decision Day

Decision Day screen saver

► Download your own:

<https://dhe.mo.gov/ppc/images/DDScreensaver.jpg>



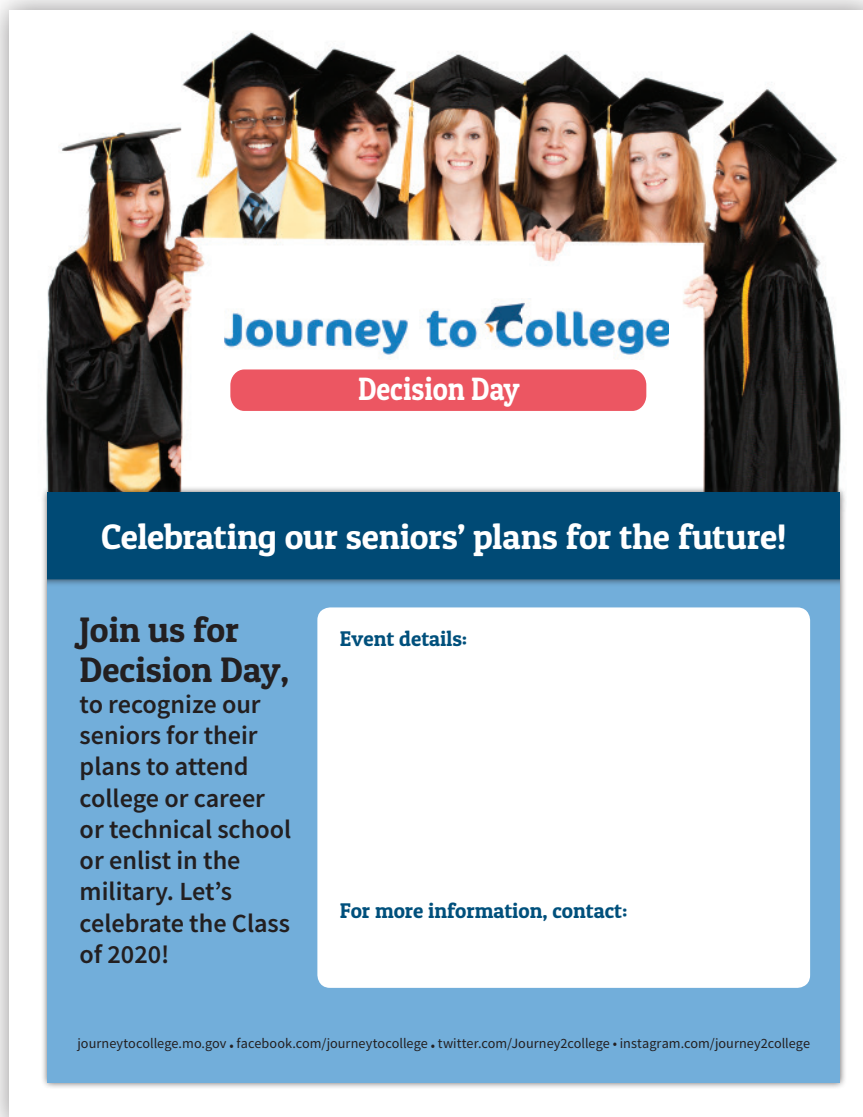
Journey to College

Decision Day

Decision Day color flier

► Fill out and print your own:

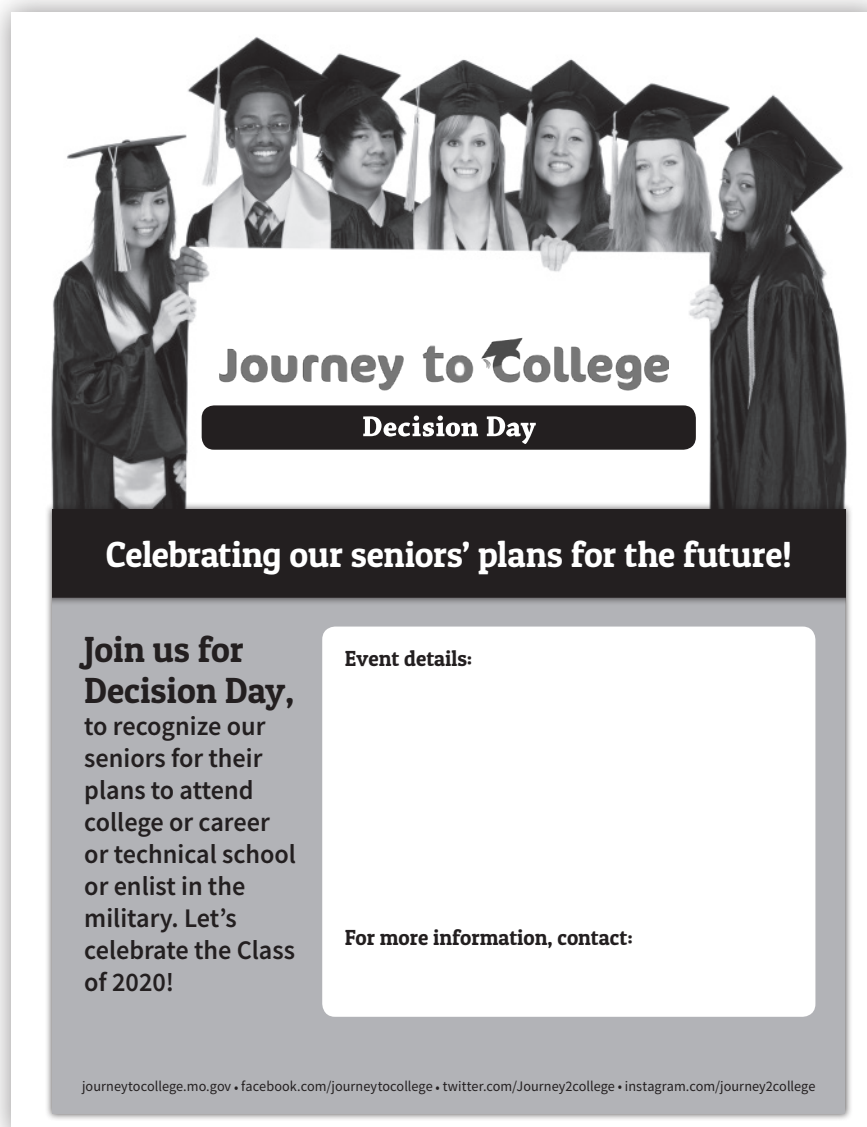
<https://dhe.mo.gov/ppc/documents/ColorDecisionDayFlier.pdf>



Decision Day black-and-white flier

► Fill out and print your own:

<https://dhe.mo.gov/ppc/documents/BWDecisionDayFlier.pdf>



Decision Day “It’s not too late” handout

► Download and print your own:

<https://dhe.mo.gov/ppc/documents/DD.ItsNotTooLate.pdf>

Journey to College

Decision Day

It’s not too late to plan for college!

Have you made plans for life after high school? It’s not too late to go to college.

Have you applied?

If you have not applied to college or you have an incomplete admissions application:

- Meet with your counselor to explore postsecondary options and financial aid opportunities.
- Research schools still accepting admissions applications.
- If you have received an official letter/email from the college, see what else is needed to complete your application. Reach out to the college directly to have a conversation and make sure you’re on track to attend in the fall.
- If admission representatives are available during your school’s Decision Day event, speak with them to see if they are conducting on-site admissions.

Have you been admitted?

If you have applied to college but have not been admitted:

- Follow up with the colleges you applied to.
- Explore other postsecondary options and research financial aid opportunities.
- Connect with a community college.

Have you officially enrolled?

If you have been admitted to college but have not made a final decision about attending or are not officially enrolled:

- Talk to trusted adults and share your thoughts, questions and concerns about completing enrollment and your plans for the future.
- Speak with an admissions officer, financial aid representative or other expert at the college.
- Have your counselor help you find out more about financial aid or fee waivers, especially if you need help paying enrollment fees and deposits.
- If you haven’t filed your FAFSA yet, ask your counselor to help you complete it.
- Seek your counselor’s assistance to interpret any financial aid information you receive. You also may ask a college campus financial aid officer for help.

Journey to College

Decision Day

Journey to College 3-step poster

All three programs, including Apply Missouri, highlighted on one side and FAFSA Frenzy only on the reverse

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>

The poster is titled "Journey to College" in large blue font with a graduation cap icon. It is divided into three horizontal sections: "APPLY" (green background), "FUND" (yellow background), and "DECIDE" (red background). Each section contains a brief description of the step and a placeholder for a graphic. At the bottom, there is a blue banner with social media links for Facebook, Instagram, and Twitter, and a Snapchat QR code with instructions to take a photo to follow them.

Journey to College

APPLY

The best time to apply to college is the fall of your senior year. Apply Missouri can help you learn more about careers and higher education options and submit college applications. Finding the best fit for you will help you succeed in completing a degree or certificate.

Journey to College
Apply Missouri

FUND

Many students receive financial aid to help fund their education. The Free Application for Federal Student Aid (FAFSA) is required for most federal, state and college financial aid. FAFSA Frenzy provides free one-on-one assistance to help you complete the application.

Journey to College
FAFSA Frenzy

DECIDE

It is important to finalize and follow through on your plans for the future. Celebrate your decision to continue your education, begin a career, or enter the military during Decision Day. If you haven't made plans yet, now is the time!

Journey to College
Decision Day

facebook.com/journeytocollege
 instagram.com/journey2college
 twitter.com/Journey2College

> Take a photo to follow us on Snapchat using this snapcode.

Journey to College

Decision Day

Journey to College 3-step leaflet

Features all three Journey to College Programs: Apply Missouri, FAFSA Frenzy, and Decision Day

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>



MISSOURI DEPARTMENT OF HIGHER EDUCATION

Realize your potential.

Three steps can put you on a path toward earning a college degree or certificate.

STEP 1

Apply

The best time to apply to college is the fall of your senior year. Think about the kind of degree you want to earn and the type of school you need to attend.

Apply Missouri

Many high schools host Apply Missouri events in September and October to provide time during the school day to submit applications to colleges you are interested in attending.

Things to bring:

- A completed Student Admissions Application Worksheet.
- A USB drive with essays or personal statements you have written.
- Credit card information to pay college application fees (or request a fee waiver from your school counselor).

For more information, including the Application Worksheet, visit dhe.mo.gov/ppc/students/applymissouriforstudents.php.

STEP 2

Fund

College costs can vary depending on the school you attend and the type of degree you are seeking. Many students receive financial aid to help fund their education.

Be sure to fill out the FAFSA — the Free Application for Federal Student Aid. The FAFSA is required for most federal, state and college financial aid, including grants, scholarships, work-study and student loans.



[More](#) 

Seeking out other scholarships and part-time job opportunities also can help with college costs.

FAFSA Frenzy

You can receive free help filling out the FAFSA at a FAFSA Frenzy event near you. Events are held at high schools, colleges and other locations in Missouri October through January.

Things to bring:

- Social Security Number or alien registration number or permanent resident card.
- Student and parent federal income tax forms and W-2 forms from the prior year (2015 information for the 2017–18 FAFSA). Students classified as independent do not need parent information (see StudentAid.gov/dependency).
- Current bank statements and investment records.
- FSAID — students and parents should get their FSAID at FSAID.ed.gov before attending a FAFSA Frenzy event.

For more information about filling out the FAFSA, visit dhe.mo.gov/ppc/fafsafrenzyforstudents.php.

STEP 3

Decide

Choosing a college that is the best fit for you will help you succeed in earning a degree. Once you have been admitted, you are ready to enroll in classes, finalize funding, and arrange for housing and transportation.


Be sure to meet all deadlines set by your college so you are ready to go when the semester begins.

Decision Day

Many high schools throughout Missouri host Decision Day events on or near May 1 to celebrate seniors' plans for higher education or military service.

If you have not applied to college by the end of your senior year, it is not too late. Talk with your high school counselor about opportunities that are still available.


For more information about finalizing your college decisions, visit dhe.mo.gov/ppc/students/decisiondayforstudents.php.


Missouri Department of Higher Education
Building Missouri's future by degrees

LEARN MORE

Find more information about planning and paying for college at dhe.mo.gov/ppc/studentsparents.php.

Follow @Journey2College on Twitter and Facebook (JourneytoCollege) for college planning and student financial aid information. dhe.mo.gov • info@dhe.mo.gov



Journey to College

Decision Day

Journey to College 3-step banner

► Order your own:

<https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces>



The banner is divided into three vertical sections by dashed lines. The top section has three columns: 'APPLY' in green, 'FUND' in yellow, and 'DECIDE' in red. Below each column is the 'Journey to College' logo and a colored button: 'Apply Missouri' (green), 'FAFSA Frenzy' (yellow), and 'Decision Day' (red). The bottom section is a solid blue area featuring a silhouette of a crowd with raised hands. It contains the text 'Get help navigating your journey to college!' and 'See your counselor for details.' Below this, there are social media links for Facebook, Instagram, and Twitter, a Snapchat logo with a snapcode, and a prompt to take a photo to follow on Snapchat.

APPLY	FUND	DECIDE
Journey to College	Journey to College	Journey to College
Apply Missouri	FAFSA Frenzy	Decision Day

Get help navigating your journey to college!
See your counselor for details.

facebook.com/journeytocollege
instagram.com/journeytocollege
twitter.com/Journey2College

Take a photo to follow us on Snapchat using this snapcode.

Journey to College

Decision Day

Thank you for helping students plan and pay for college!



Missouri Department of Higher Education staff celebrating Decision Day 2019. Share your celebrations on social media using #MODODecisionDay.